

THE

INLAND  
PRINTER

VOL. 50-No. 1

OCTOBER 1912

CHICAGO : NEW YORK

PRICE 30 CENTS

**Not by claims, but by performance  
Are reputations made.  
'Tis not your estimate,  
But your customer's estimate  
That counts.  
His estimate of the work  
He can expect from you.  
The inks you use are the index  
Of your class in Printerdom.  
Since like and like  
Have ever a mutual attraction,  
'Tis but inevitable, that  
Ullman's inks are always found,  
Where the best printing is done.**



## **Sigmund Ullman Co.**

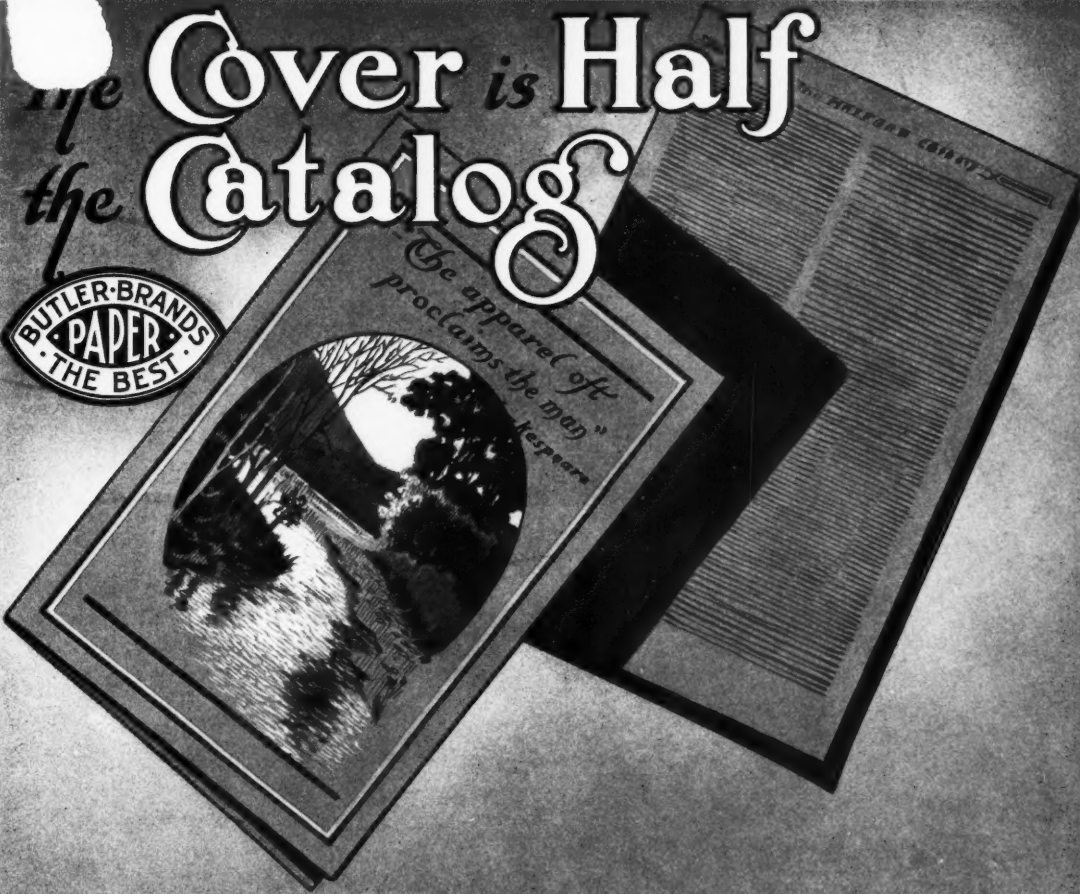
**New York (uptown)  
New York (downtown)  
Chicago**

**Philadelphia  
Cleveland  
Cincinnati**



*Handwritten:* The Showman

# the Cover is Half the Catalog



**A** GOOD, thoughtfully designed cover is a catalog's best asset, because it is the cover that usually determines the recipient's interest.

To win, it must appeal to the optics, be striking, attractive, irresistible. It may be elaborate or simple, but it must invite inspection. It should be an outward suggestion of the good things within.

Cover Paper—the kind the printer needs to produce effective, serviceable covers—has always been a subject of close study with us.

#### DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER COMPANY	Milwaukee, Wis.
INTERSTATE PAPER COMPANY	Kansas City, Mo.
SOUTHWESTERN PAPER COMPANY	Dallas, Tex.
SOUTHWESTERN PAPER COMPANY	Houston, Tex.
PACIFIC COAST PAPER COMPANY	San Francisco, Cal.
MISSISSIPPI VALLEY PAPER CO.	St. Louis, Mo.
SIERRA PAPER COMPANY	Los Angeles, Cal.
OAKLAND PAPER COMPANY	Oakland, Cal.
CENTRAL MICHIGAN PAPER COMPANY	Grand Rapids, Mich.
MUTUAL PAPER COMPANY	Seattle, Wash.
AMERICAN TYPEFOUNDERS COMPANY	Spokane, Wash.
AMERICAN TYPEFOUNDERS COMPANY	Vancouver, B. C.
NATIONAL PAPER & TYPE COMPANY (export only)	New York, N. Y.
NATIONAL PAPER & TYPE COMPANY	City of Mexico, Mex.
NATIONAL PAPER & TYPE COMPANY	City of Monterey, Mex.
NATIONAL PAPER & TYPE COMPANY	Havana, Cuba

If this topic interests you, we would like to discuss it further with you.

**J. W. Butler  
Paper Co.  
Chicago** ESTABLISHED 1864

# The Demand for "American Made" Cover Papers

*How Progressive Printers  
Are Increasing Their Profits*

Shrewd printers are finding a new source of profit in the widespread advertising of KAMARGO "Made in America" COVER PAPERS. For several months past Knowlton Bros., manufacturers of Kamargo Covers, have been calling the attention of live paper buyers everywhere to the superiority and specialized variety of "Made in America" Cover Papers, and the effect of this educational advertising has been tremendous. Today successful catalog users all over the country are insisting upon or deciding to use for their next edition nothing but

## Kamargo Mills

FOUNDED 1808

## Catalog Covers

Many printers who have anticipated this tremendous demand and stocked up with Kamargo Covers are reaping the reward of large orders and quick profits by co-operating with this advertising and recommending KAMARGO COVERS also.

If you have not noticed our extensive advertising and are not prepared to recommend and supply KAMARGO "Made in America" COVERS to your customers, don't fail to write us by return mail for the beautiful

### KAMARGO MILLS SAMPLES DE LUXE

This booklet shows you actual examples of the wide variety of wonderfully rich shades, tones and grades of Kamargo Mills Covers, and suggests 31 of the newest, most novel, dignified, and forceful printing treatments for every sort of business literature.

A copy is ready for you. It explains the new source of profit in detail.

A request for it on your letterhead brings it to you promptly.

## Knowlton Bros., Inc.

Cover Dept. B

Watertown

New York

# Stopping the Leaks!

*The printer who can not estimate accurately the cost of every job is likely—almost certain—to lose money.*

A cost system, no matter how good, will only point out the leaks—it can not correct them.

The owner of an office that is short of type can not know in advance how much time his compositors will waste in going around the office pulling sorts.

So the office that is always “out of sorts” is usually out of pocket also.

The plant with the Monotype always has plenty of type—new type for every job—and as much as any job, however large, will require.

The Monotype stops this and many other leaks in the printing business. It puts your office in line for better work, and for better customers.

The Monotype sets type in justified lines and casts type for the cases. It furnishes every workman with the necessary tools for a better day's work.

Tell us to send you the proof.

## Lanston Monotype Machine Co.

Philadelphia

New York

Boston

Chicago

Miller & Richard, Canadian Representatives, Toronto and Winnipeg

# Reliable Printers' Rollers

## Sam'l Bingham's Son Mfg. Co.

CHICAGO

636-704 Sherman Street

PITTSBURG

First Avenue and Ross Street

ST. LOUIS

514-516 Clark Avenue

KANSAS CITY

706 Baltimore Avenue

ATLANTA

52-54 So. Forsyth Street

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

675 Elm Street

MILWAUKEE

133-135 Michigan Street

MINNEAPOLIS

719-721 Fourth St., So.

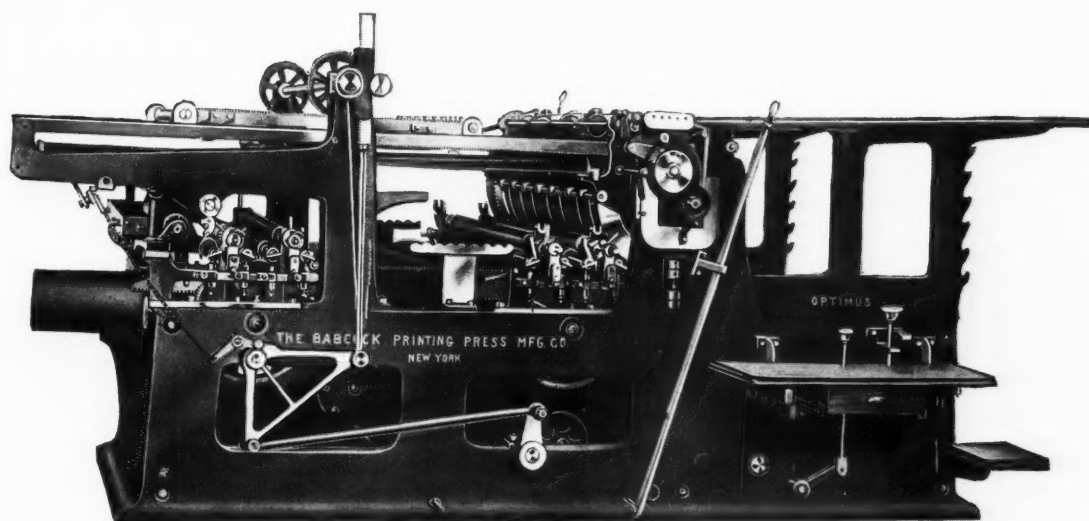
DES MOINES

609-611 Chestnut Street

COLUMBUS

305 Mt. Vernon Avenue





THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT  
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO  
ST. LOUIS. KANSAS CITY. OMAHA. ST. PAUL. SEATTLE. DALLAS. WASHINGTON, D. C.  
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

# The Babcock Optimus The Babcock Optimus

At a meeting in Chicago a speaker last week said that a cost committee had found that the average commercial press or job cylinder makes four changes a day; that if it had a fly fifteen minutes were lost adjusting it for each job, or a loss of one hour for the average day; that the average hour cost of such a press is \$1.65.

On that basis the fly press costs the office \$9.90 a week, \$41.25 per month, or \$495.00 per year of 300 days more than a non-fly Optimus. The saving is a good percentage on the investment in the press. A delivery that reduces unproductive time must give an advantage to its owner in prices and profits.

The Optimus has no fly. Its delivery is ready for job of any size or stock without adjustment of any sort. Only jogger-wings may need setting, and this is done with the press in operation—no lost time whatever.

As a common demonstration an erector without stopping the press will feed tissue followed by strawboard, tissue again, cardboard, and then paper. A sheet of paper full capacity of press follows; the succeeding

sheet is torn in two and the half fed; the remaining half is divided and the quarter fed; the quarter torn into eighths and fed; the eighth into sixteenths, the sixteenth into thirty-seconds, the thirty-second into sixty-fourths, until the last is the size of an average post-card. These are all piled on the delivery table at front of press in consecutive order and size by uninterrupted movement of machine, and without change of any sort whatever. Such a demonstration of delivery perfection is impossible by any other. There is money-saving in it.

Although the Optimus has the best jogger ever put on a press, it will pile sheets without it as well as others do by the use of one.

The Optimus sheet delivery is not that kind that compels the press to be slowed down in production. It is a fast feature of the speediest press made, and retards it in no way at any time.

Its delivery is not the only admirable thing about an Optimus; other features are equally superior and exclusive. We like to talk about them.

A new Optimus Catalogue is ready. It is handsome, and sure to be instructive. We will gladly send it to any printer making the request.

SET IN AUTHORS ROMAN

# Don't Tie Yourself Down

To Trade Names or Water-marks

## Be Your Own Judge

Of the Quality of the  
Paper You Buy!

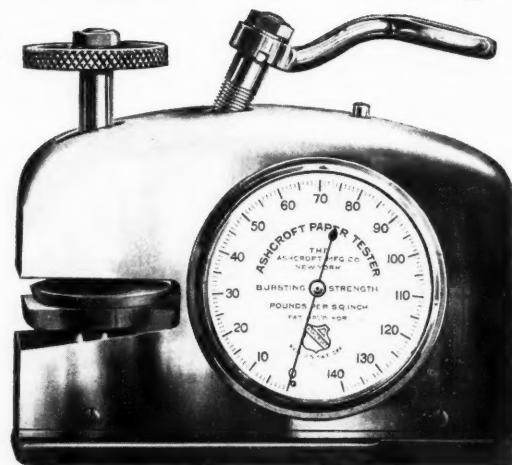
### The ASHCROFT PAPER TESTER

will supplement your practical knowledge of the business, and enable you to determine the *exact value* of paper, irrespective of trade names or water-marks.

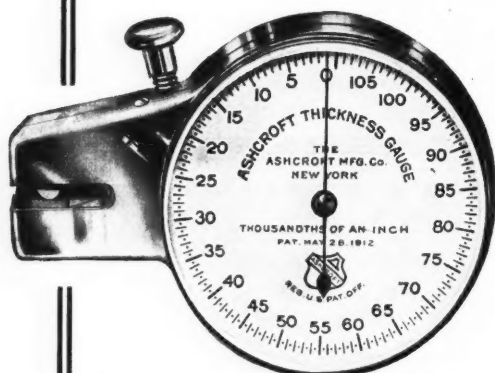
*The cost of the tester is nothing*, compared with the value of this information to you.

The Ashcroft Paper Tester is constructed entirely of metal, and *because* it is so constructed — *because* it does not contain fluid, rubber, or other uncertain elements — it will do what testers *using* these elements *will not do* — *it will remain accurate for years without readjustment, and will not be affected by temperature changes, nor by incessant use*; and not only that, but it is more convenient to use, and can be operated more quickly — than any other paper tester.

Made in twenty pound maximum capacity for testing tissue, book, news, and other thin or very weak papers, and in one hundred and forty pound capacity for testing anything in the way of paper commonly used. When ordering, state whether you wish the twenty pound or one hundred and forty pound tester, or BOTH.



Price \$20.00. Calf Skin Case, \$1.00 Extra



Price \$10.00. Calf Skin Case, 50c Extra

### The ASHCROFT THICKNESS GAUGE

is scientifically constructed to automatically register the thickness of paper or board in thousandths and half thousandths of an inch.

It is a very handy and accurate instrument invaluable to the printer and printer-salesman.

You should have both of these instruments.  
You need them for information, protection and economy.

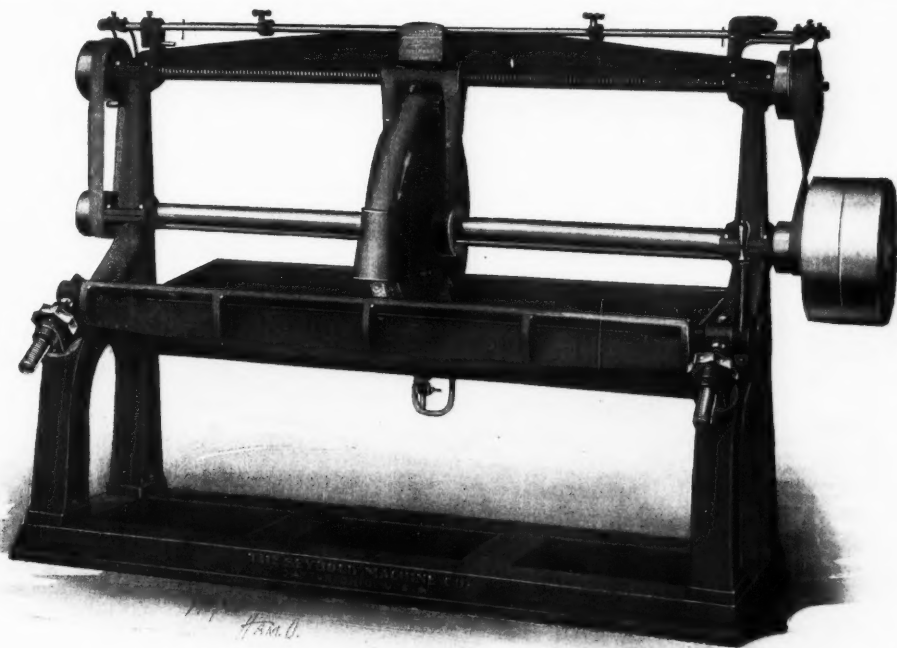
ORDER THEM ON  
10 DAYS' TRIAL

**THE ASHCROFT MANUFACTURING CO.**

85-87-89 LIBERTY STREET, NEW YORK CITY

Canadian Sales Agent, G. B. Legge, 156 Yonge Street, Toronto, Ontario.

## THE "SEYBOLD" Automatic Knife Grinder



ANY user of cutting machines who grinds one or more knives a day will find the acquisition of a Seybold Automatic Knife Grinder a paying investment. This Grinder removes barely enough metal to put a keen edge on the knife. The saving on knives together with the saving in the cost of grinding are items of considerable importance, aside from the fact of its being a great convenience to grind your own knives. Complete specifications and full particulars gladly sent upon application.

### THE SEYBOLD MACHINE COMPANY

*Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills,  
Paper-Houses, Paper-Box Makers, etc.*

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

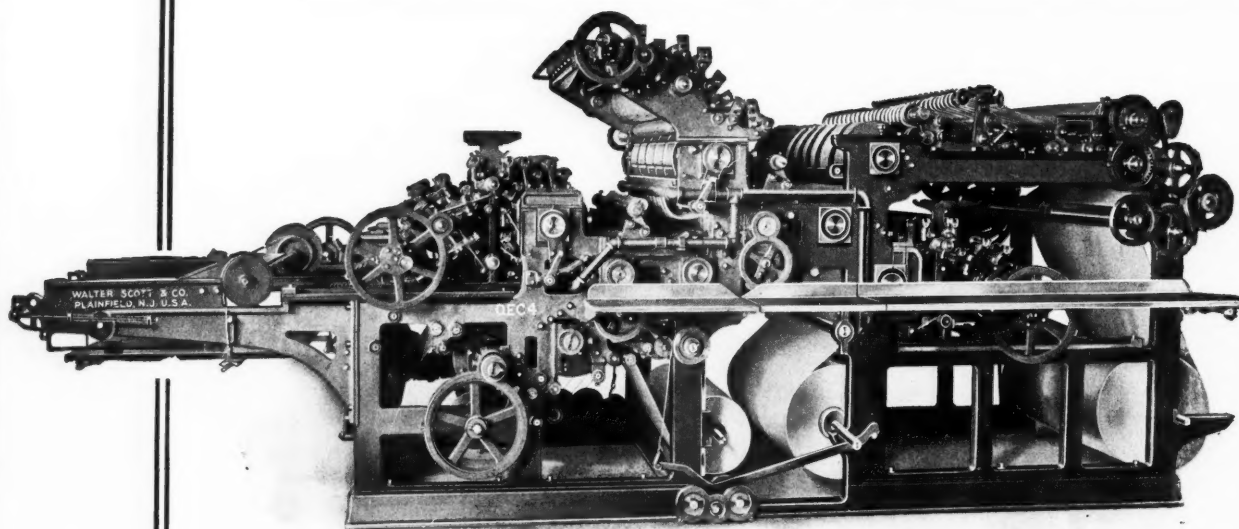
**Home Office and Factory, DAYTON, OHIO, U. S. A.**

BRANCHES: NEW YORK, 70 Duane Street; CHICAGO, 112-114 Harrison St., New Rand-McNally Bldg.  
AGENCIES: J. H. SCHROETER & BRO., Atlanta, Ga.; J. L. MORRISON CO., Toronto, Ont.; TORONTO TYPE FOUNDRY CO., LTD., Winnipeg, Man.;  
KEYSTONE TYPE FOUNDRY OF CALIFORNIA, 638 Mission St., San Francisco, Cal.  
THE BARNHART TYPE FOUNDRY CO., 1102 Commerce St., Dallas, Tex.

# THE SCOTT All Size Rotary Press

## CERTAINLY REDUCES COSTS OF PRINTING

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THE SCOTT ALL SIZE ROTARY is one of the most profitable machines ever installed in a printing-house, as it is capable of printing the work as well as on a flat-bed press. It only takes up the space of one machine, but turns out as much work as eight flat-bed presses.

A CHICAGO PRINTER has one of these machines running all the time, and he informed us that there is always work to keep the machine busy.

IN THE CITY OF NEW YORK one of these machines has been running night and day for years, and they are so well pleased with it that they have ordered another one.

A PHILADELPHIA PRINTER has four of these machines in his establishment. Others are running all over the country.

WILL IT NOT PAY YOU to investigate the merits of this machine? Install one, seek long runs of presswork, and you will become prosperous. Send for our descriptive catalogue. Send for our salesman; he will be pleased to confer with you.

*Why Not Install One Now?*

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## WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

MAIN OFFICE AND FACTORY

PLAINFIELD, NEW JERSEY

NEW YORK, 1 Madison Avenue

CHICAGO, Monadnock Block



# THE Ault & Wiborg Co.

CINCINNATI • NEW YORK • CHICAGO •  
ST. LOUIS • BUFFALO • PHILADELPHIA •  
MINNEAPOLIS • SAN FRANCISCO  
TORONTO • HAVANA • CITY OF  
MEXICO • BUENOS AIRES •  
PARIS • LONDON •

*Manufacturers of*  
**LETTERPRESS**  
*AND*  
**LITHOGRAPHIC**  
**PRINTING**  
**INKS.**



# BLACK INK

## NOW FOR OUR BLACKS!

We have shown you what our Colors can do. The same expert skill, science and care that have made A. & W. Color Inks world-famous, go into our Blacks—and we have a Black for every possible printing need.

## TELL US YOUR REQUIREMENTS.

We can, and will, supply just the Ink for the work. Years of experience and a full guarantee behind every ounce of our Ink.

## ONE TRIAL OF OUR SCIENTIFIC BLACK

will prove well worth your while.  
*It is a product that makes good.*

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## THE AULT & WIBORG COMPANY

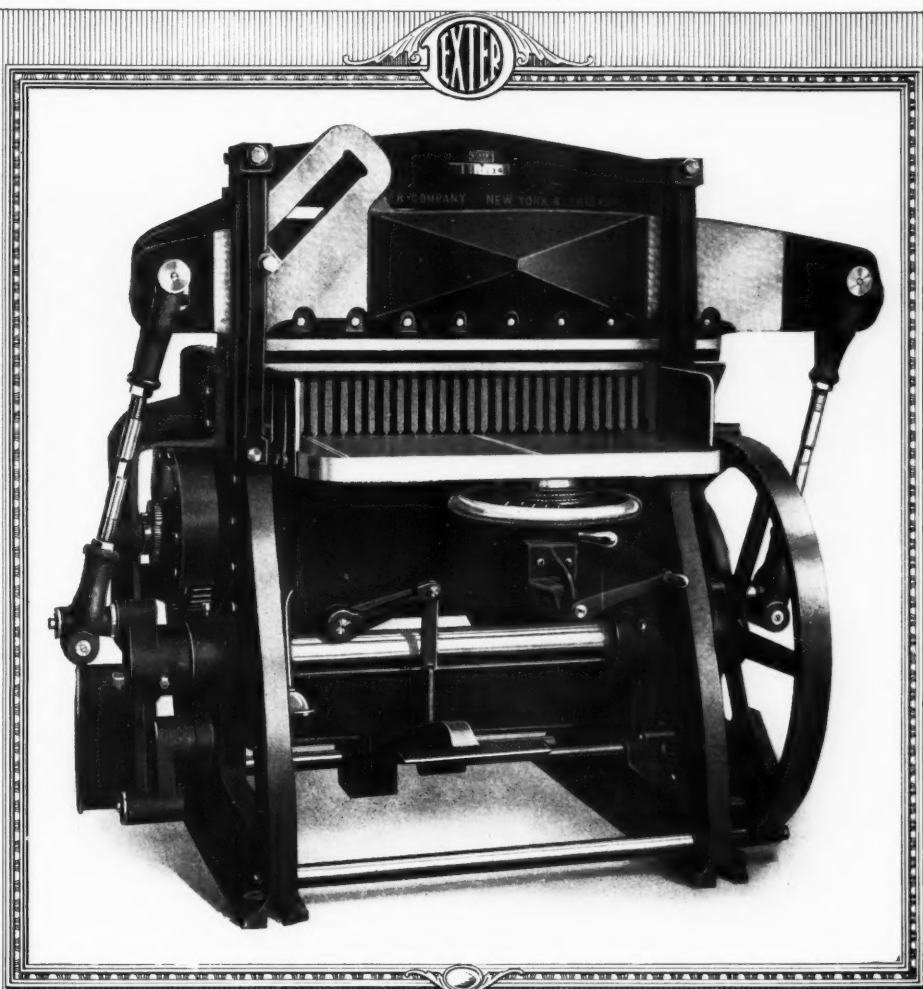
CINCINNATI

NEW YORK  
PHILADELPHIA  
MONTREAL, CAN.

CHICAGO  
MINNEAPOLIS  
HAVANA, CUBA  
PARIS, FRANCE

ST. LOUIS  
SAN FRANCISCO  
CITY OF MEXICO  
LONDON, ENGLAND

BUFFALO  
TORONTO, CAN.  
BUENOS AIRES, S. A.



## The DEXTER<sup>9</sup> Automatic Clamp Cutting Machines

We can prove to you, that the Dexter Cutter is the *strongest, simplest, most durable and perfect running* cutter manufactured.

**BECAUSE:**

- It has a less number of working parts
- Every part is from 10% to 50% heavier
- The driving clutch is the strongest, simplest made
- It has the greatest clamping power
- When the knife has made the cut, the clamp is released
- This saves 40% of the power required for clamping
- Only one screw to adjust the clamping pressure

**DEXTER FOLDER COMPANY**

NEW YORK

CHICAGO

PHILADELPHIA

BOSTON

ATLANTA, GEORGIA: Dodson Printers' Supply Co.

SAN FRANCISCO: Brintnall & Bickford

# Efficiency Plants

The Efficiency Department of the American Type Founders Company furnishes SCIENTIFIC LAYOUTS of Printing Plants, including every Department for Plate-making.

**Let Us PROVE to You that We Can  
INCREASE your PROFITS**

## Value

Is the basis of a Real Bargain

## Quality

Is the basis of Real Value

## Permanency

Is an essential attribute of Real  
Quality

## Efficiency

Welds Value, Quality and Perma-  
nency into Veritable Economy

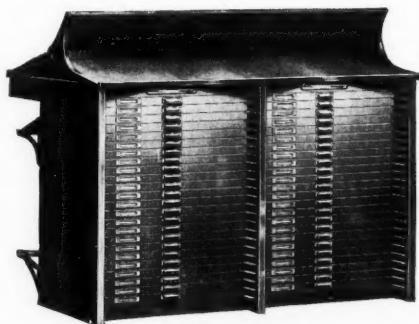
Most large Composing Rooms are the results of *Accretion*, and have developed without system, as business increased. Thus inefficiency intrudes even under the most Successful Management. In the great majority of plants it is possible to Save Floor Space, Increase Output, Reduce Expenses and Increase Profits.

*Start Right with the New Plants and  
Re-Locate the Old Plants on our  
Scientific Efficiency Lines*

**American Type Founders Co.**

## American Steel Cabinet No. 554

DESIGNED BY M. M. DANIELS, EFFICIENCY EXPERT, AND MANAGER OF THE  
CLEVELAND BRANCH OF AMERICAN TYPE FOUNDERS COMPANY

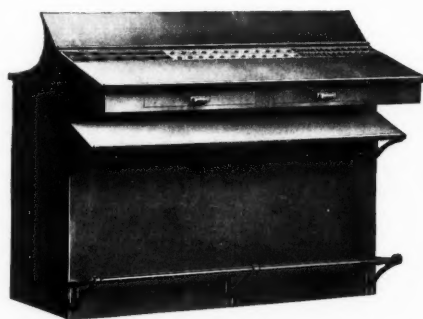


Case Side, with Auxiliary Bank, 18x70 inches. Has 48 full-size California Job Cases, each with steel front protector and brass pull. Extras: Electric lights over each tier, each controlled by separate switch; brass label holders; number tacks.

## All-Steel Equipments

Things in Steel once bought are finally bought—the cost of "Upkeep" and the factor of "Depreciation" are negligible.

The American Type Founders Company offers for sale at all its branches Steel Printing Plant Equipments superior to any heretofore made, not only in that every piece is designed to give Maximum Efficiency and occupy the least space, but also that the Materials, Method of Construction, Durability, Stability and Finish are superlatively good.



Working Side, with Working Bank and two Auxiliary Banks, and two ample Copy Drawers. The Working Bank is recessed to hold cases containing justifying materials, such as leads, copper thin spaces, etc., which are flush with bank. The steel foot rail is extra, if required.

**American Type Founders Co.**



**F**OR the last twenty-two years, the composing machinery business has been in the hands of a monopoly. Progress and improvement have not been determined by customers' needs, but by the autocratic wishes of those in control of the monopoly.

This era has passed forever. We will create a clean and helpful competition. We intend to build and sell type-setting machinery on the same commercial basis and under the same conditions which prevail in the machinery trade. The only advantage we expect or ask is that which can be gained from a superior product, clean business methods and an honest desire to be helpful to our customers.

## ⌘ INTERNATIONAL ⌘ TYPESETTING MACHINE CO.

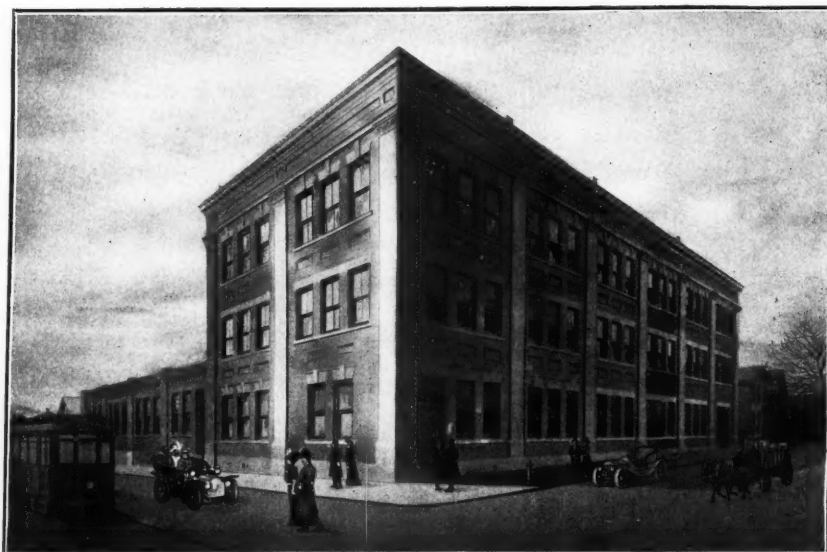
is manufacturing a two-letter line-casting machine, having an improved casting apparatus and other features which place it far ahead of the antiquated machines now in use. These will be marketed in February.

The Company is also manufacturing matrices, spacebands and other supply and repair parts for Linotype Machines. These will be ready for delivery in November. It will pay you to wait.

Factory:  
Foot of Montague Street,  
Brooklyn, N. Y.

New York Office:  
182 William Street,  
P. O. Box 2072

# Our New Factory



Not the largest, but the cleanest,  
most complete and best equipped  
machine-shop in the U. S.  
*Electrical throughout. .*

## Brown Folding Machine Co.

Erie, Pa.

Chicago  
343 South Dearborn Street

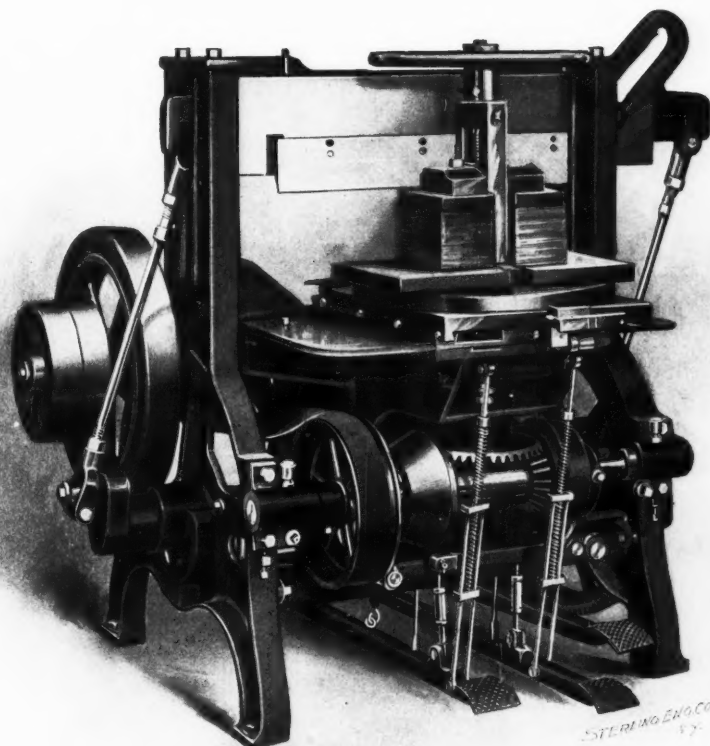
New York City  
38 Park Row

Atlanta, Ga.  
J. H. Schroeter & Bro.

Dallas, Texas  
1102 Commerce Street

AS NECESSARY TO THE BOOKBINDER  
AS INK TO THE PRINTER

## THE SHERIDAN AUTOMATIC BOOK TRIMMER



Will trim 5,000 books a day, trimmed as they should be to suit the most exacting trade.

Cuts two stacks of books, from 2 in. x 4 in. up to 9½ in. to 15 in., clamp opening 8½ in.

*Write for further particulars*

### T. W. & C. B. SHERIDAN CO.

Established 1835

OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK

17 S. Franklin Street, CHICAGO

63-65-69 Mount Pleasant, LONDON, E. C., ENGLAND


# Hamilton's

MODERNIZED  
COMPOSING-ROOM  
FURNITURE

---

NOW AVAILABLE IN WOOD OR STEEL

---

WE manufacture Furniture of Wood and Steel that bears the Hamilton Trade-mark, thus , somewhere about each individual piece. This mark of quality does not make the goods, but it is a guarantee that it comes from the Hamilton shops.

In the minds of more than one hundred thousand satisfied users the world over, the product of these shops has come to be considered the criterion of what constitutes good business furniture.

We would make our furniture *better if we knew how*. We are making it the best we can, with the materials, appliances and skilled labor available, and we are learning how to do things better.

We have been in this business thirty years, but we are still going to school—taking courses in advanced work now.

Our latest development is the new line of Pressed Steel Composing-Room Furniture. We are using heavier materials than necessary, making it several hundred per cent stronger than is absolutely essential. It is our purpose to make this furniture in a way that a century hence it will be as substantial and lasting as when first installed. That is a feature of the Hamilton line.

Not necessarily the cheapest furniture in point of first cost, but when figured in lasting qualities, serviceability and working economy, its cheapness is plainly manifest.

For your own protection insist on Hamilton furniture with the Trade-mark on every piece.

---

## THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.

---

ALL PROMINENT DEALERS SELL HAMILTON GOODS

---

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.



**I**T will be of interest to the THINKING printer to know that sales of our Models B and J presses have increased to such an extent that we have *no room to manufacture* Model A machines. We give

## NOTICE

that after September 30, 1912, we will discontinue their manufacture and also that of the ½ M Style 2B.

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**A**BOUT January 1 our new ½ S. R. *Model C* press will be offered to the master printers at the same price as the Model B. In addition to Model B features this machine will contain

Removable ink fountain blade

Longer ink fountain

Eccentric action ratchet lever adjusting block

Easier operated adjuster bar throw-off

Completely depressable frisket fingers

Vibrator and distributor stocks same length

Long shell distributor changer

and others

## LOOK FOR IT!

---

**JOHN THOMSON PRESS COMPANY**

253 BROADWAY,  
N. Y. CITY

FISHER BUILDING,  
CHICAGO, ILL.

# *The Greatest Money-Making Presses*

used by "Uncle Sam" for printing documents, speeches, postal cards, money orders, registered letter blanks, manifolded blanks, and for numbering, sealing and collating United States currency, are

## POTTER PRESSES

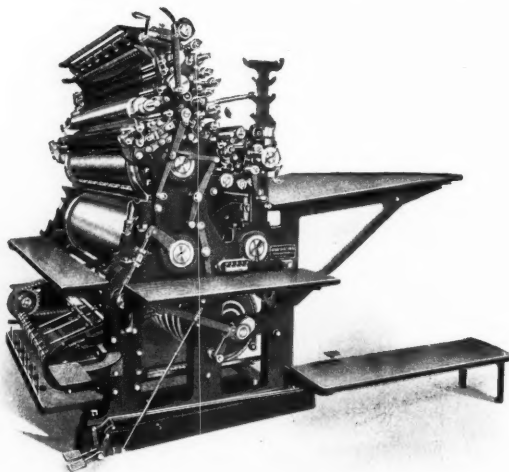
Over half a century of successful printing-press building crystallized in

# *The Potter Rotary Offset Press*

so that it is no wonder that it is so generally acknowledged that

"IF it's a POTTER, it's the BEST."

The New Series, Art Distribution Offset Press is a Dandy.



One of our customers recently said to us:

"Your new press is a very intelligent press, it is so DEPENDABLE."

That's a good quality for your pressroom, WE GUARANTEE IT.

## POTTER PRINTING PRESS CO. PLAINFIELD, N. J.

CABLE ADDRESS: POTERPRES, PLAINFIELD

### SALES AGENTS

CHAMPLIN MFG. & SALES CO.  
343 S. Dearborn St.  
Chicago, Ill.

BRINTNALL & BICKFORD  
568 Howard St.  
San Francisco, Cal.

J. H. SCHROETER & BRO.  
135-137 Central Ave.  
Atlanta, Ga.

# SOME STRONG POINTS

## in the Art Caxton Platen

**THE FOUNDATION.** Weight of main frame (18" x 22") 1310 lbs.; Weight of main frame (18" x 12") 718 lbs. Designed to offer an unyielding resistance to the heaviest pressure. Much heavier than competing platens.

**PLATEN AND SIDE ARMS.** The Platen is on the same principle as the main frame—a massive casting—and like the type bed is machined and scraped to the finest degree of accuracy. Forged steel is used for Side Arms while the eccentric sleeves are of the hardest phosphor bronze. The Side Arms on largest models are tested for 100 tons pressure.

**DOUBLE GEARING.** Massive machine-cut double gearing ensures perfect uniformity of movement and frees the platen from twisting strains. The Art Caxton is the only platen in the world which is double geared in all models.

**DOUBLE-POSITION PLATEN.** A simple and unique device setting platen back  $\frac{1}{2}$  in., without disturbing impression eccentrics, thus permitting instant change from letterpress to embossing, without risk. "Two Machines in One" is our claim.

**CYLINDRICAL INKING.** Models A, B and C have four forme rollers of 2 $\frac{1}{4}$ " diameter, inked by two large distributing drums, fed by no less than six metal and composition rollers of 2 $\frac{3}{8}$ " diameter. Competing machines have no rollers bigger than 2 $\frac{1}{8}$ ". Forme and distributing rollers are interchangeable. Put all this up to our competitors.

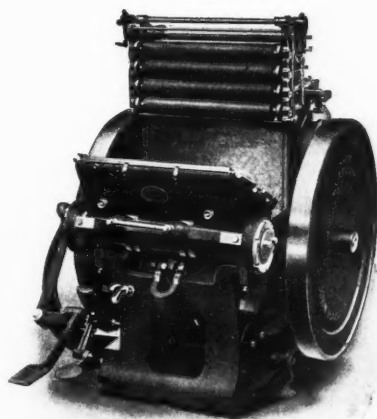
**ROLLER THROW-OUT.** Rollers can be thrown clear of ink distributing drums far enough forward to make removal easy. Facilitates wash-up, prevents "flats."

OUR CATALOGUE TELLS ABOUT THESE AND OTHER POINTS.

Free from

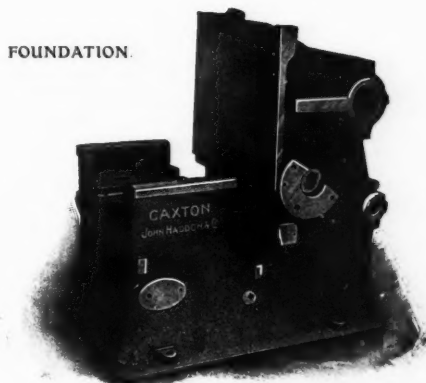
**H. HINZE, TRIBUNE BUILDING, NEW YORK**

**ANGLO-CANADIAN Type and Printing Machinery Co., Ltd., 124, York St., TORONTO**

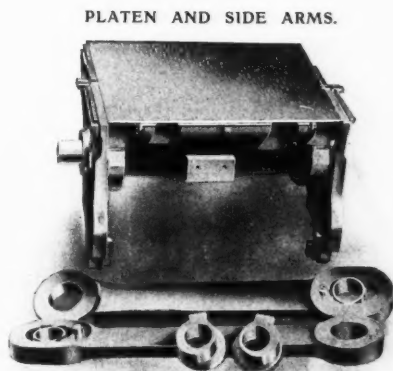


**The Popular Model "C"**

SEE IT AT  
WORK IN  
NEW YORK



FOUNDATION.

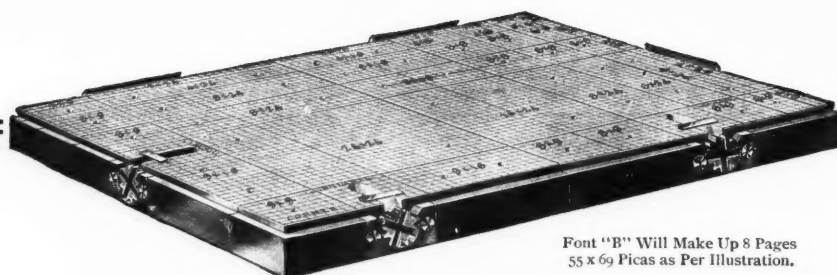


PLATEN AND SIDE ARMS.



DOUBLE-GEARING.

Made in England by **JOHN HADDON & CO.,** SALISBURY SQUARE  
LONDON, E.C.



Font "B" Will Make Up 8 Pages  
55 x 69 Picas as Per Illustration.

# *The Simplex Block System*

## *For Magazine and Book Work*

**T**HE SIMPLEX BLOCK SYSTEM consists of a carefully selected assortment of cast-iron and steel point-system sections, hooks and catches that will make up a certain number of pages of a given size, or multiples thereof. For example:

Font "A," selling at \$55.00, will make up eight pages of a maximum size of 39 x 55 picas, accommodating plates 37 x 53 picas.

Font "B," selling at \$75.00, will make up eight pages of a maximum size of 55 x 69 picas, accommodating plates 53 x 67 picas.

The sections range in size from 2 x 8 picas to 24 x 24 picas, so selected that it is possible to make up any size page from 9 x 13 picas up to the full maximum size.

The illustrations give a very comprehensive idea of the simple method of make-up and show clearly how it is possible to reduce in size, two picas each reduction, either in length or width or both from the maximum down to the minimum, or enlarge from the minimum to the maximum with equal ease.

Around two sides of the block the sections are made with a shoulder which permits the use of a ratchet. This feature saves considerable time in make-up as it does away with the low slug commonly used, which not only consumes time in filling in, but is unsatisfactory on account of working up during a run, causing off-sets and often pulling out onto the form and injuring the plates.

The hooks used with the SIMPLEX SYSTEM are our popular UNIVERSAL HOOKS, operated either with a ratchet or with a pin wrench or key. The hooks are 8 x 9 picas in size, the top surface of the hook being 8 x 8 picas. The one pica additional is for the gutter.

Space will not permit of a detailed description. Summed up briefly, the SIMPLEX BLOCK SYSTEM provides an unlimited range of possibilities in the handling of any size or shape of plates, absolute accuracy and unyielding strength, and on account of the simple method of make-up and the small number of parts required, is without question the most satisfactory and the most economical plate-mounting proposition ever introduced.

We will be glad to explain it in detail to parties interested.



## **THE CHALLENGE MACHINERY CO.**

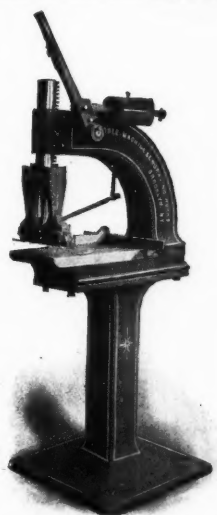
GRAND HAVEN, MICH.

Simplex and Expansion Plate-Mounting Systems on Exhibition at Our Chicago Salesroom, 124 South Fifth Avenue



## HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street  
BROOKLYN, N. Y.



### "Hoole" Hand Pallet Machine

Manufacturers of  
**End Name, Numbering, Paging and  
Bookbinders' Machinery and Finishing  
Tools of all kinds.**

That Catalogue  
well printed on the same  
*Light-Weight Soft-  
Finish Half-Tone  
Paper* that is used on those  
pretty imported  
books would be more attract-  
ive and make more sales. It  
would cost less for postage.  
And you would probably save  
on the paper itself.

Ask us for a printed sample showing a seedman's  
catalogue, text and 150-line half-tone, on our  
25 x 38-28 Imported Catalogue Paper 10333.

*Have you heard of the catalogue where over  
\$20,000 was saved in postage by using this paper?  
And that wasn't the biggest saving. Ask us about it.*

### PARSONS TRADING CO.

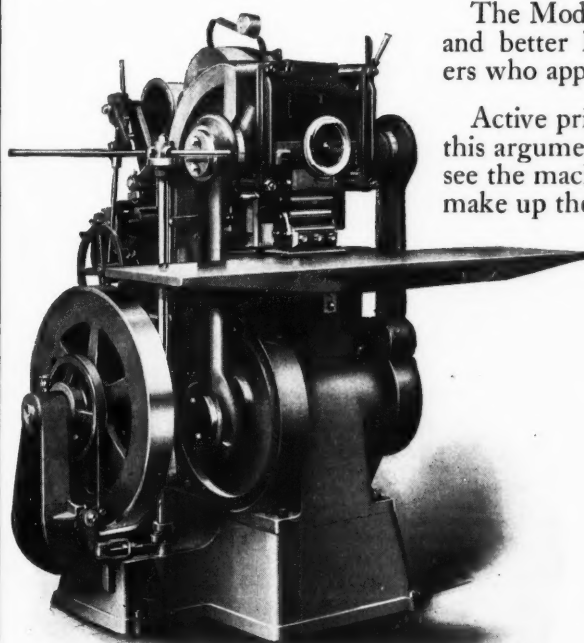
NEW YORK, 17 BATTERY PLACE

LONDON  
BOMBAY  
MEXICO

WELLINGTON  
CAPE TOWN  
BUENOS AIRES

SYDNEY  
MELBOURNE  
HAVANA

## Buy the Press That Gives the Greatest Service



The Modern Die and Plate Press is becoming better  
and better known everywhere by printers and engrav-  
ers who appreciate equipment that can do things.

Active printers and engravers are quick to appreciate  
this argument — better still, they act quickly when they  
see the machine once in operation, that is to say — they  
make up their minds to buy it at once.

Note these important features, then in-  
vestigate, and we know you will buy.

It inks, wipes, polishes and prints at  
one operation from a die or plate, 5 x 9  
inches, at a speed of 1,500 impressions  
per hour. We emboss center of a sheet  
18 x 27 inches.

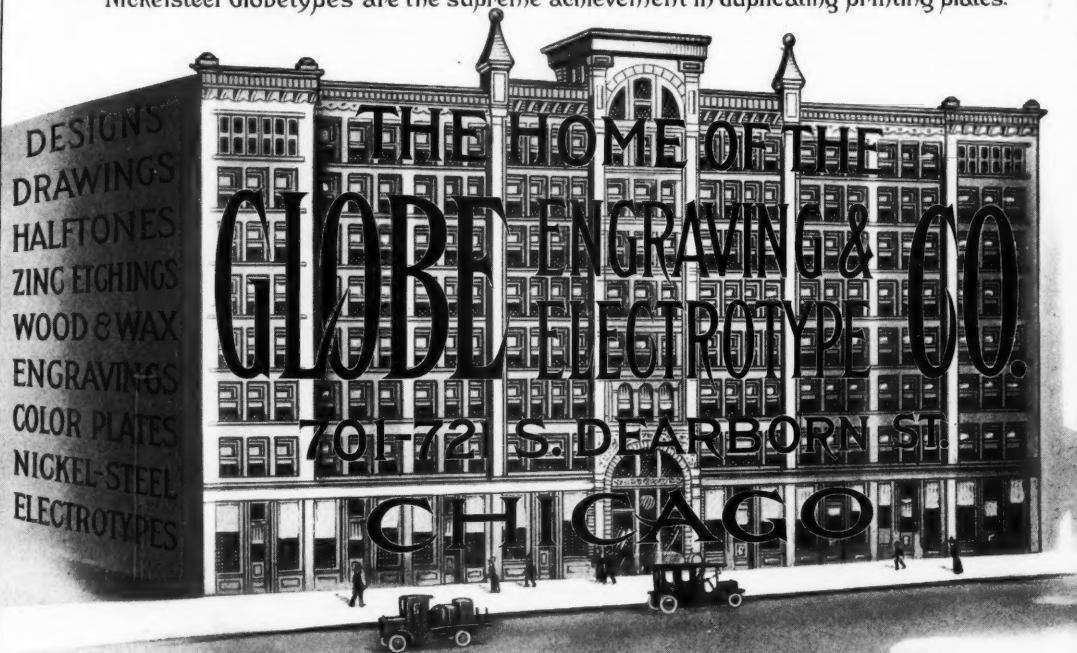
*Write for full particulars, prices, terms, etc.  
We manufacture two smaller sizes of press.  
Also hand-stamping and copperplate presses*

### Modern Die & Plate Press Mfg. Co.

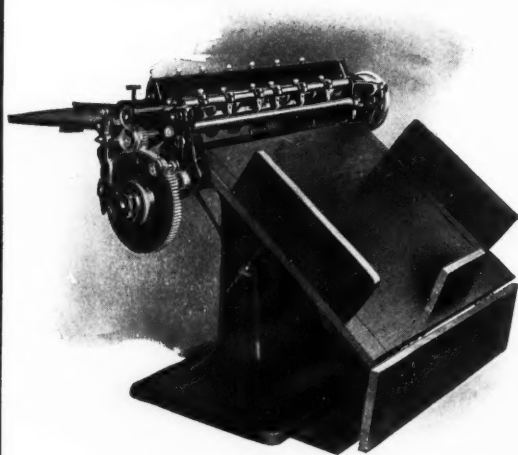
Belleville, Illinois

New York Office: Morton Building, 116 Nassau Street

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process  
 Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.



Telephone, Harrison 5260-5261-5262 All Departments



## The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from  $\frac{5}{8}$  of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

### A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism.

There are no rubber bands or tapes used in the construction.

All feed rolls are of metal.

The bearings are oilless, and will never require lubrication.

The feed-gauge is adjustable to either right or left hand feed.

The burr-flattener is of a new design.

The gearing is all protected.

The finish is the very best.

Manufactured by **A. G. BURTON'S SON**

118 to 124 South Clinton St.,  
 CHICAGO, ILL., U.S.A.

#### SELLING AGENTS

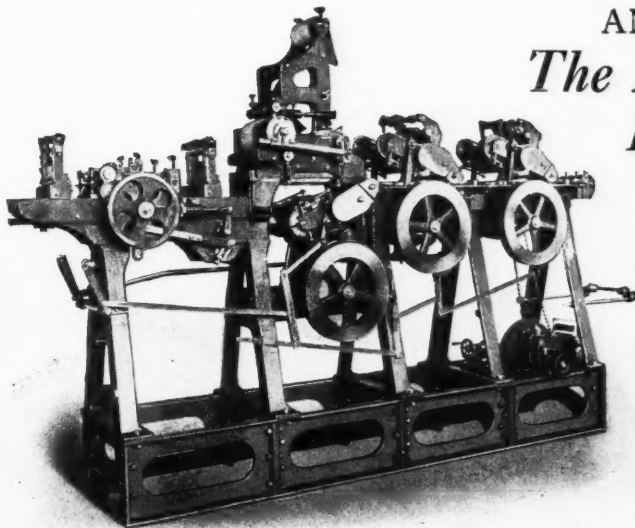
GANE BROS. & CO. . . . . CHICAGO, ILL.  
 T. W. & C. B. SHERIDAN . . . . . CHICAGO, ILL.  
 S. KOCHANSKI . . . . . BERLIN, GERMANY  
 MILLER & RICHARD . . . . . WINNIPEG, MANITOBA

MIDDOWS BROS. . . . . SYDNEY, N. S. W.  
 E. C. FULLER CO., 28 Reade St., . . . . . NEW YORK  
 THE J. L. MORRISON CO. . . . . TORONTO, CANADA  
 JOHN DICKINSON & CO. . . . . Agents for South Africa and India  
 AMERICAN TYPE FOUNDERS CO. . . . . All Branches

# A Printer's Problem

No. ONE  
60,000 —  
6 x 6  
FORMS,  
THREE  
COLORS,  
CUT TO  
SIZE,  
FOR \$8

CAN  
YOU  
BEAT  
IT?



ANSWER  
*The New Era  
Press*

WILL  
DO THIS  
EVERY  
DAY

TEST IT  
WITH  
YOUR  
COST  
SYSTEM

Manufactured by **The Regina Co., Henry Drouet, Sales Agent**  
217 Marbridge Bldg., 34th Street and Broadway, N. Y. City

EVERY HOUR



A pile of  
letter-heads  
15 feet high,  
hourly



Of every working day, 500 pounds of **DANISH BOND** are sold; the hourly equivalent of more than 50,000 letter-heads, basis of 20 pound Folio.

Figured in terms of an eight hour day, this would make over 400,000 letter-heads daily, or one to every man, woman, and child in a city the size of Washington, D. C.

#### LIST OF DANISH BOND AGENTS

Albany, N. Y. ....	Hudson Valley Paper Co.	Milwaukee, Wis. ....	Dwight Brothers Paper Co.
Baltimore, Md. ....	B. F. Bond Paper Co.	Minneapolis, Minn. ....	John Leslie Paper Co.
Boston, Mass. ....	Tilston & Livermore Co.	New York City. ....	Miller & Wright Paper Co.
Brantford, Ontario. ....	Barber-Ellis, Ltd.	New Orleans, La. ....	E. C. Palmer & Co., Ltd.
Buffalo, N. Y. ....	R. H. Thompson Co.	Omaha, Neb. ....	Carpenter Paper Co.
Chicago, Ill. ....	Dwight Brothers Paper Co.	Philadelphia, Pa. ....	Wilkinson Brothers & Co.
Columbus, Ohio. ....	The Central Ohio Paper Co.	Portland, Ore. ....	Facile Paper Co.
Denver, Colo. ....	Carter, Rice & Carpenter Paper Co.	Rochester, N. Y. ....	R. M. Myers & Co.
Grand Rapids, Mich. ....	Dwight Brothers Paper Co.	San Francisco, Calif. ....	Blake, Moffitt & Towne
Indianapolis, Ind. ....	Crescent Paper Co.	St. Louis, Mo. ....	Mack-Elliott Paper Co.
Kansas City, Mo. ....	Kansas City Paper House	Toronto, Ontario. ....	Barber-Ellis, Ltd.
Los Angeles, Calif. ....	Blake, Moffitt & Towne	Washington, D. C. ....	B. F. Bond Paper Co.
Louisville, Ky. ....	Louisville Paper Co.	Winnipeg, Manitoba. ....	Barber-Ellis, Ltd.

A pile of  
22" x 34" 40,  
15 feet high,  
daily



Such success could not come except through merit

**B. D. RISING PAPER COMPANY, Manufacturers, Housatonic, Berkshire County, Mass.**



## Worry and Trouble

**P**LENTY of work and no feeders — profits slipping right out of his hands — there is no joy in this man's shop today. Is he sore? You know it. How did he get in such a fix, couldn't he smell trouble before it landed in his shop?

Mighty few shops that depend altogether upon two-legged feeders have escaped such situations as this. Telephone ringing, customers raising hub on the line — some of them mad enough to give their business to the other fellow — orders promised two days ago not yet out — fine business!

"Three Gordon Feeders Wanted" — they certainly are. They are *needed* — the boss would take nearly any old scrub who asked for a job — those Gordons are costing him money every minute they are idle.

And there is absolutely no excuse for it.

Without putting himself to any expense at all, this printer could have his Gordons busy every minute they were needed. He could run a better shop — he could run the Shop of Prompt Printing. He could be sure of keeping his delivery promises — no more would he have to fear the Printer's Problem of getting good feeders and keeping them.

Perhaps this man's feeders wanted to go to a picnic — or maybe they quit over night — sickness or the travel bug may have stepped in — all he knows is that he hasn't any feeders and can't seem to find any more.

As long as this man runs his shop like he is running it now — he is likely to find the need for that sign hanging on his door. He is playing an uncertainty and taking a chance when he should be able to run at full capacity every day in the year.

 VISIT OUR COMPLETE EXHIBIT AT CINCINNATI, OCTOBER 2-5, 1912

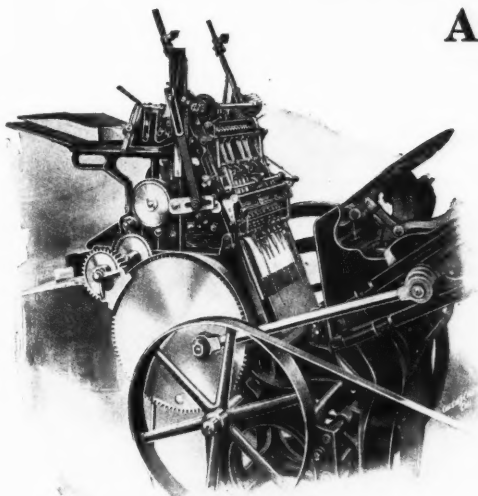


# This Is the Feeder that Pays Its Own Way

Are You One of Those Printers Who Must Be Shown?

## Here Is Our Offer:

We will ship on trial to any reliable printer a **Kirkman Automatic Job Feeder**. There are no strings to this offer. Can be applied to any 10 x 15 C. & P. Press.



The **KIRKMAN Automatic**  
"Better Than Human"

## IMPORTANT—SOMETHING NEW

The New **KIRKMAN Ribbon Winder** for printing imitation Typewritten letters. Can be attached to any Gordon Press. Write for particulars.

## Work and Profit

**P**LENTY of work and plenty of expert feeders—profits coming in and less money going out—that's the pleasant situation of Mr. On the Job Printer.

One feeder handling three Gordons—one man drawing pay where three men drew pay before. Capacity of Gordons increased to an average of 2,500 per hour, work automatically perfect—no wonder the Automatic Press Feeders have made a friend of this man. Where formerly there was trouble, this shop now has System—where formerly the pay-roll ate up profits, his Gordons are now Big Payers.

This man's shop turns out work when it is wanted and just as the customers want it—just as every good printer insists it must be—perfectly registered side and bottom. And it's clean work—the iron fingers of the Automatic Press Feeder do not leave smudgy spots.

This shop has gained Bigger Output and Better Quality on Gordon work with attachments that paid for themselves. This shop is working as steadily as a good clock—the human cog doesn't slip here and tie things up in a knot. This man keeps his customers—it was easy for him to gain the reputation of being the printer who always delivered the goods. His customers are all boosters—there's not a knocker on his books.

If you would like to know what a few of the printers say about our feeders, send in that postal to-day. Back will come our illustrated circular plus a few sample letters from disinterested outsiders.

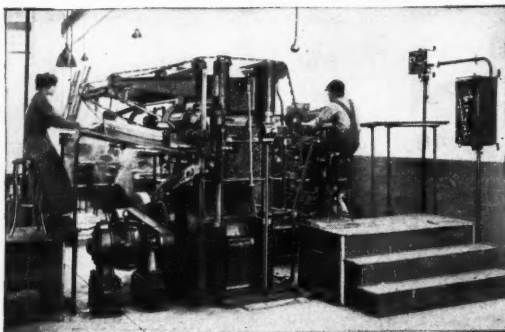
Better than that—take your moral from this man's experience. He gave us an opportunity to make good with him—he tried one of our feeders at our expense. At the end of that time he simply said "put in three more to-morrow."



## AUTOMATIC PRESS FEEDER COMPANY

General Offices: Transportation Bldg., Chicago, Ill.

New York Office: 50 Church Street



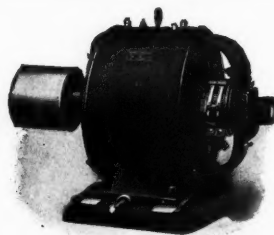
Monitor Controlled Embosser at the plant of the  
Simpson-Doeller Company

## The Monitor System In Service

THE only test of any value that can be applied to a mechanical device is the service that it supplies over a long period of time. The Monitor System of automatic control for printing machinery has so proven its value inclusively in the largest as well as in the smallest plants in the country that it is to-day the standard for all such apparatus. Monitor Controllers perform their functions perfectly and require less time for maintenance and renewal than the old-fashioned hand-operated rheostat.

¶ If you do not know enough about this system of control write to-day for the information you desire.

**MonitorController**  
111 South Gay St., Baltimore  
**Company**



## The Printer's Guide

Is a Book for Printers

All the standard presses are listed, and the size, speed and type of motor required to drive them is given in tabulated form. This book is *invaluable* to master printers.

Write for a free copy

**The Triumph Electric Co.**

CINCINNATI, OHIO

## Dinse, Page & Company

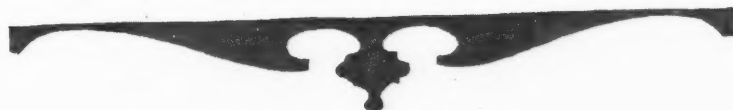
**Electrotypes**  
**Nickeltypes**  
AND  
**Stereotypes**

**725-733 S. LA SALLE ST.**  
**CHICAGO, ILLINOIS**

TELEPHONE, HARRISON 7185

READ THE NEXT PAGE

**READ**  
*This*  
**MILLION**  
A new dollar  
**DOLLAR**  
*Ad—*



READ THE NEXT PAGE

# Let Everybody Read This Million Dollar Ad.

This advertisement commemorates the passing of an important event in the rapid progress of THE AUTOPRESS COMPANY.

**(OVER One Million  
Dollars' Worth of Autopresses)**

have been sold in a little over two years,—proof conclusive of the reputation the AUTO-PRESS has made for itself. That the fame of the Autopress has reached to every corner of the world is a positive proof and demonstration that the Autopress is a force in the job printing world that must be recognized by every printer who wishes to avail himself of the most modern methods of enhancing his business, his reputation and his profits.

The merit of the Autopress alone is responsible for the growth of the Autopress Co. in about three years from a little room, 20x40, with three or four machinists, to a magnificent, up-to-date plant, covering acres of floor space and employing hundreds of men.

Three years ago printers did not believe any automatic machine could do high-class color register work when running at Autopress speed. Today the Autopresses, the sale of which has just passed a total of ONE MILLION DOLLARS, sent to printers in the United States, Canada, South America, Austria-Hungary, Germany, Australia, Egypt, Tasmania, etc., are producing the finest quality of work.

What further proof of Autopress efficiency is needed when firms as prominent as these purchase Autopresses?

AMERICAN PRESS ASS'N, New York, N. Y.	THE GAZETTE, Montreal, Can.
PRUDENTIAL INS. CO., Newark, N. J.	OTIS ELEVATOR CO., Yonkers, N. Y.
COLLIERS' WEEKLY, New York, N. Y.	DENNISON MFG. CO., Boston, Mass.
AMER. DRUGGISTS SYNDICATE, New York, N. Y.	JOHN WYETH & SONS, Philadelphia, Pa.
CURTIS PUBLISHING CO., (Ladies' Home Journal and Saturday Evening Post) Phila., Pa.	MACEY COMPANY, Grand Rapids, Mich.
NEW YORK LIFE INS. CO., New York	CHATTANOOGA MEDICAL CO., Chattanooga, Tenn.
KEASBEY & MATTISON CO., Ambler, Pa.	H. BLACKLOCK, Manchester, Eng.
BERNHEIM DISTILLING CO., Louisville, Ky.	GERMANIA FIRE INS. CO., New York, N. Y.
R. R. DONNELLY SONS CO., Chicago, Ill.	BLADES, EAST & BLADES, London, Eng.
H. W. JOHNS-MANVILLE CO., New York, N. Y.	OCEAN ACC'T & GUARANTY CO., New York, N. Y.
PERRY MASON & CO., (Youth's Companion) Boston, Mass.	INTERNATIONAL CORRESPONDENCE SCHOOLS, Scranton, Pa.
NATIONAL CASH REGISTER CO., Dayton, Ohio	VAN CAMP PACKING CO., Indianapolis, Ind.
BROOKLYN EAGLE, Brooklyn, N. Y.	CAPE TOWN TIMES, Cape Town, Africa
BALTIMORE & OHIO R. R., Baltimore, Md.	UNITED GROCERY CO., Jacksonville, Fla.
	WHITE & JOHNSTON, So. Melbourne, Australia
	AMERICAN OPTICAL CO., Southbridge, Mass.

**Q We wish we had the space to set forth here the hundreds of letters we have on file from Autopress owners, testifying to the merits of the machine and the profitable cost of production on it. Q**



EVERY AUTOPRESS can print the nine-color label insert which appears herewith; and every printer must concede this piece of printing to be a very remarkable job for an automatic printing press, and one which few makes of printing presses would duplicate.

This "1861" label and other cigar box labels are being printed every day in the plant of the Gresh Manufacturing Company of Norristown, Pa. The Gresh people pride themselves on the splendid quality of their products and every label must reflect the high-class nature of their products. It was stipulated by them that the AUTOPRESS must produce a label equal to their lithograph samples; the AUTOPRESS did—the label speaks for itself.

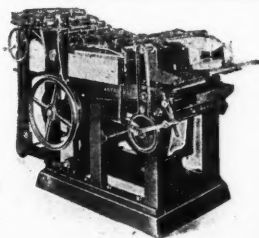
But the production of this label is not an exceptional thing for the AUTOPRESS to do.

## **Over One Million Dollars' Worth of Autopresses Print Splendid Half-Tones—Hair Line Register—and Process Color Work Every Day**

The range of the AUTOPRESS is greater than that of any printing press in the world. Note the wide variety of work done by the AUTOPRESS in the following plants:

COUPONS .....	Allison Coupon Co., Indianapolis, Ind.
TICKETS .....	Ansell Ticket Co., Chicago, Ill.
SPECIAL LABELS .....	Dennison Mfg. Co., South Framingham
CIGAR BOX LABELS .....	W. K. Gresh & Son, Norristown, Pa.
SYSTEM BLANKS .....	Kalamazoo Loose Leaf Company, Kalamazoo, Mich.
CARD BOARD FORMS .....	The Macey Co., Grand Rapids, Mich.
DAILY RECORDS .....	Standard Statistics Bureau, New York
CARTONS .....	Southern Label and Box Company, Birmingham, Ala.
COLOR LABELS .....	Taylor-Atkins Paper Co., Burnside, Conn.
FORM LETTERS .....	Howe Addressing Co., Philadelphia Pa.
TWO COLOR TICKETS .....	Weldon, William & Lick, Fort Smith, Ark.
PROCESS COLOR WORK .....	A. L. Freeman Printing Co., Passaic, N. J.
NUMBERED AND PERFORATED MANIFOLD WORK .....	Kah-Patterson Co.
IMPRINTING .....	Chattanooga Medicine Co., Chattanooga
PRINTING AND PERFORATING GUMMED STOCK .....	Mirror Printing Co., Albion
ADVERTISING NOVELTIES .....	Art Novelty Co., Strathroy, Ontario
HALFTONE BOOKLETS .....	Linn & Sons, Columbus, Ohio
GENERAL COMMERCIAL WORK .....	In Hundreds of Plants in United States

We tell you what we told you two years ago,—you must have an AUTOPRESS. The sooner you put an AUTOPRESS in YOUR plant, the sooner will you be able to handle more business and make bigger profits on that business.



**This is one of the many reasons for the Million Dollars' worth of Autopress Users gained in the short period of the Company's existence. Let us show you—Terms easy.**

### **THE AUTOPRESS COMPANY**

299 Broadway, New York

CHICAGO, 431 S. Dearborn St.  
ATLANTA, GA., Rhodes Bldg.  
LONDON, ENG., 85 Fleet St.  
SAN FRANCISCO, Phelan Bldg.  
BOSTON, 173 Federal St.  
TORONTO, CAN., Carlaw Ave.

# THE AUTOPRESS ORGANIZATION



1. President

- 2. 2nd Vice-Pres.
- 5. Secretary
- 8. Chicago Sales Mgr.
- 11. Auditor
- 14. Chief Acc't'g Dept.
- 17. Chief Mech. Eng'r.
- 20. Chief Tool & Jig Dept.
- 23. Asst. Mech. Eng'r.
- 26. F'man Pattern Shop
- 29. F'man Mill'g Dept.
- 32. F'man Lathe Dept.
- 35. Chief Cost Clerk

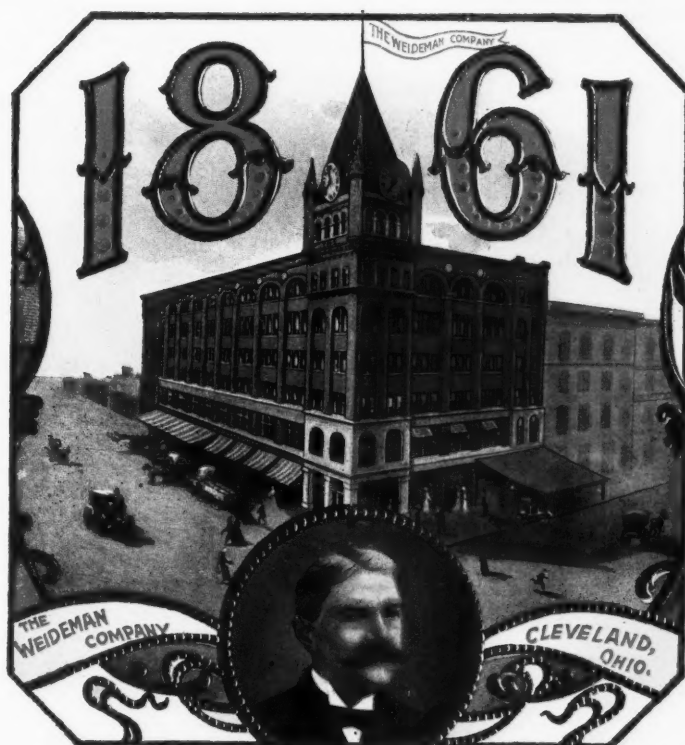
- 3. 1st Vice-Pres.
- 6. Asst. 1st Vice-Pres.
- 9. Mgr. Inst. Dept.
- 12. Boston Sales Mgr.
- 15. Chief Legal Dept.
- 18. Asst. Mech. Eng'r.
- 21. Chief Clerk
- 24. F'man Tool Dept.
- 27. Chief Carpenter
- 30. F'man Drill Dept.
- 33. Chief Inspector
- 36. Chief Press Tester

- 4. Treasurer
- 7. Southern Sales Mgr.
- 10. Western Sales Mgr.
- 13. Chief Credit Dept.
- 16. Chief Exptl. Dept.
- 19. Master Mechanic
- 22. Chief Plan'g Dept.
- 25. Chief Stock Room
- 28. Chief Engineer.
- 31. Chief Purch'g Dept.
- 34. Chief Draftsman
- 37. F'man Erect'g Dept.



This was NOT lithographed;

It was PRINTED on **THE AUTOPRESS**

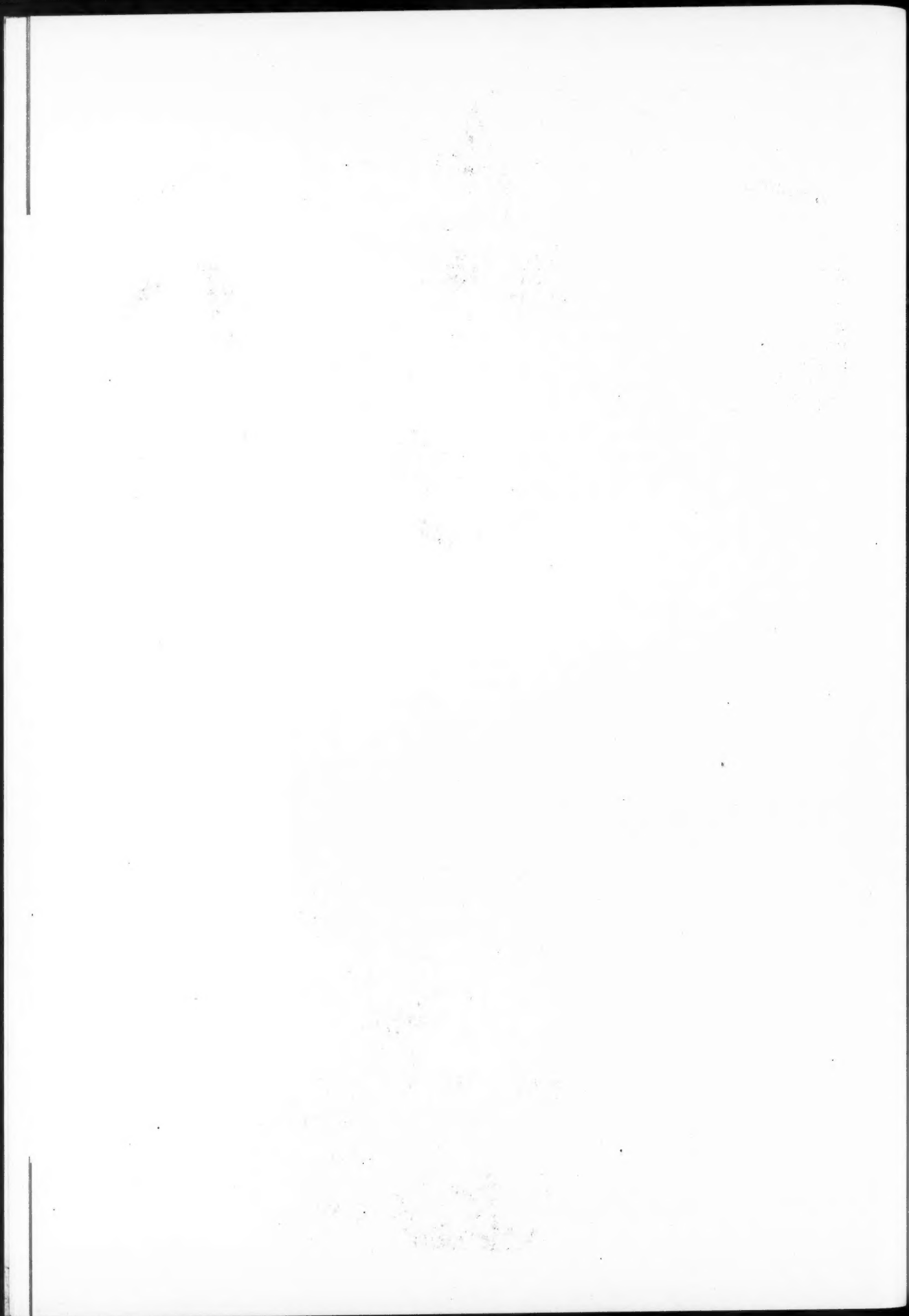


PRINTED ON  
**THE AUTOPRESS**  
IN EIGHT COLORS  
AND GOLD!

3,800 impressions  
per hour, in the  
plant of  
Madison Square Press  
Incorporated  
29 EAST 31st STREET  
NEW YORK

Color Plates and  
Embossing Dies  
MADE BY  
Photo Chromotype  
Engraving Co.  
ARTISTS  
Engravers Die Makers  
920 RACE STREET  
PHILADELPHIA, PA.

The "1861" Cigars are manufactured  
by W. K. Gresh & Sons, Norristown,  
Pa., where they produce all their  
labels on the Autopress.







Type D Motor

## PRINTERS USING SPRAGUE ELECTRIC MOTORS

Are operating at MAXIMUM EFFICIENCY WITH MINIMUM EXPENSE. We can show you

How we have reduced the power bills of shops from 15% to 40%. We know the proper motor and controller and just how to apply them to every machine in the Graphic Arts Trade.

Write to-day for Bulletin No. 2374, on Motor Equipments for Printing Machinery.

### SPRAGUE ELECTRIC WORKS

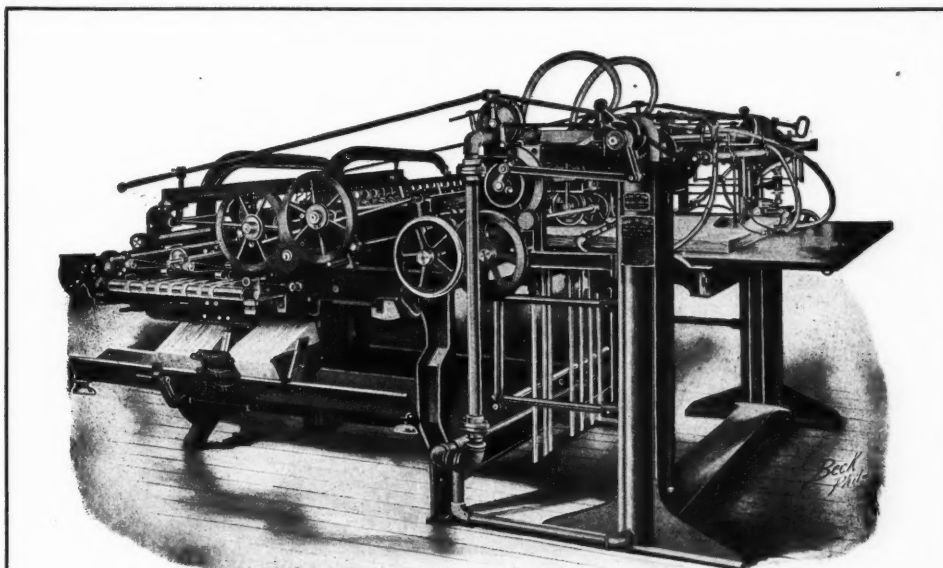
OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street, New York, N. Y.

BRANCH OFFICES IN PRINCIPAL CITIES



# THE CHAMBERS Paper Folding Machines



Double-Sixteen Folder With Automatic Feeder

All desirable modern appliances.

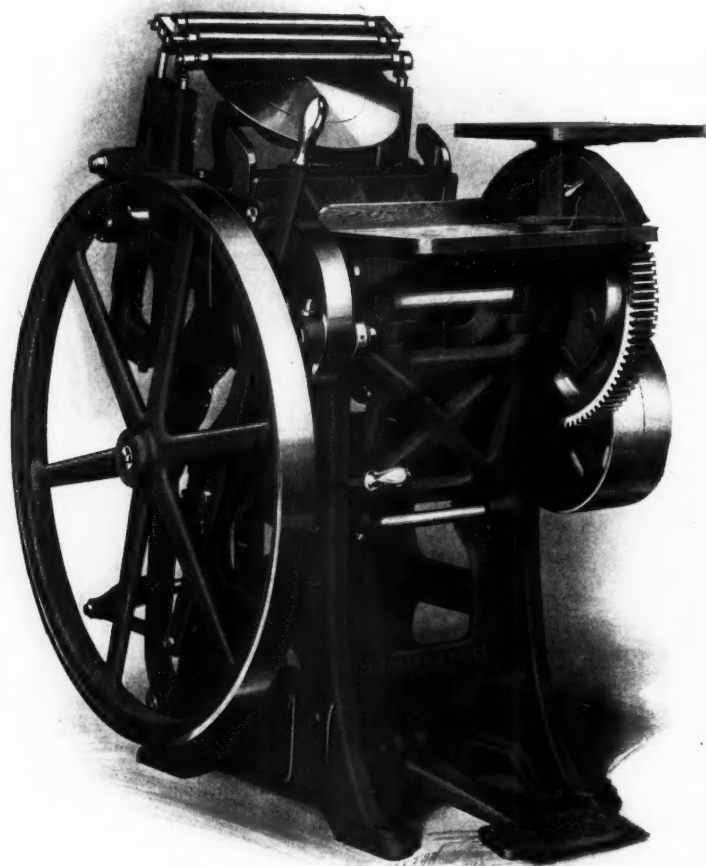
Accurate, reliable work guaranteed.

## CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 524 West Jackson Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.



OVER 50,000 PRESSES AND PAPER CUTTERS have been built and sold during twenty-six years of manufacturing. The keen judgment of the printers of the world has made possible such a remarkable showing.

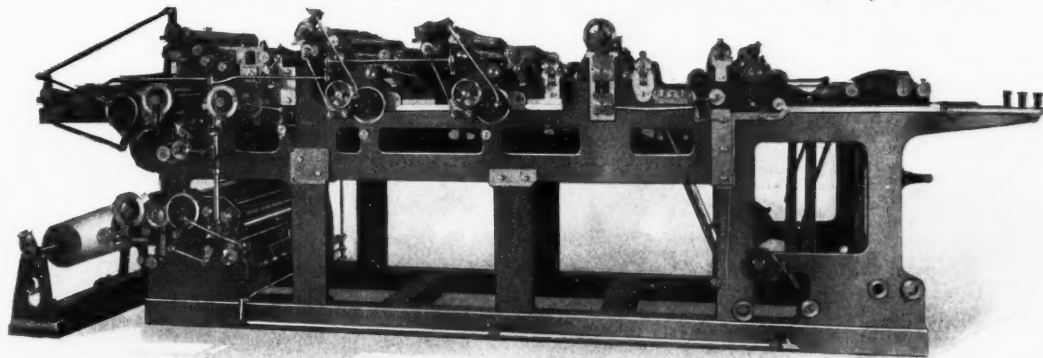
Real merit, of course, has justified the printers in such universal use of Chandler & Price products.

Our aim and purpose is to continue to build the most practical, simple and best machinery, thus warranting a continuation of the printers' confidence. For sale by dealers.

THE CHANDLER & PRICE CO. · Cleveland  
Toronto Type Foundry Co., Canadian Agts. exclusive of British Columbia

# WHY?

CAN WE SHOW ANOTHER **SPECIAL ROTARY PRESS** TO YOU EVERY MONTH? BECAUSE, WITH OUR REPUTATION, WE ARE BUILDING THEM EVERY MONTH. JUST GIVE US THE OPPORTUNITY TO BUILD YOURS, AND YOU WILL COME BACK, TOO.



Main Office & Works  
Dover, N. H.

**KIDDER PRESS COMPANY**

New York Office  
261 Broadway

GIBBS-BROWER CO., Agents

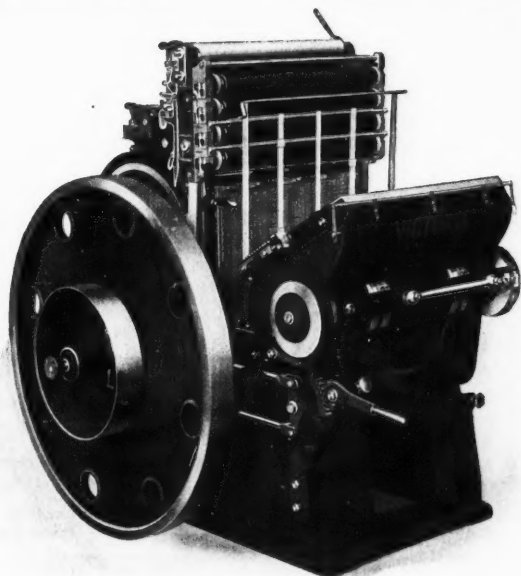
Canada: The J. L. Morrison Co., Toronto

Great Britain: John Haddon & Co., London

South America: Wassermann & Co., Buenos Aires

Norway, Sweden and Finland, Aktiebolaget Axel Christiernsson, Stockholm

# THE VICTORIA PRESS



Special Model V. Size 16 x 21 $\frac{3}{8}$  inches.

In construction, material, workmanship and improvements the Victoria Press represents such *unquestionable value* that I feel it unnecessary to go into explanations, and would rather have the "Press" speak for itself.

*Superior in Every Detail, While the Price Easily Meets All Competition*

*Your investigation solicited*

**VICTORIA PRESS  
MFG. COMPANY**

**FRANK NOSSEL, Representative**

38 Park Row, New York

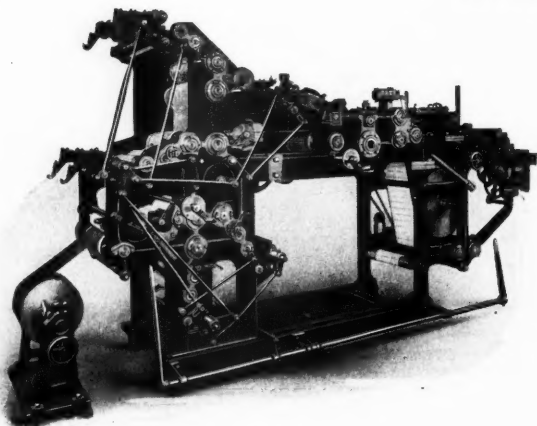
**LARGE FINISHED PRODUCTS IN ONE OPERATION**

## Save Labor—Floor Space—Power

### AUTOMATIC FEED

Prints 2 colors each side.  
Numbers top side.  
5 colors in all.  
Perforates both ways.  
Punches.  
Slits and Rewinds  
or  
Delivers in flat sheets.

**Write us as to your requirements**



### AUTOMATIC DELIVERY

Floor space 5 x 16 feet.

Power 3 to 5 H.-P.

Output per day  
½ million transfers

or

3 million strip tickets

or

60,000 wrappers up to 12 x 20 inches.

We have patterns for a great variety of Automatic Printing Presses.

*If possible, send samples showing principal sizes, colors and grade of printing, so that we can submit suggestions as to suitable size and style press and quote prices.*

**MEISEL PRESS MFG. CO., 944 to 948 Dorchester Ave., BOSTON, MASS.**

Manufacturers Salesbook Presses—Ticket Presses—Rotary Presses for Roll and Sheet Products



## Cowan All-Metal Elevating Trucks

**D**ON'T increase your floor space—that is expensive! Reduce the number of space-wasting trucks on your floor—that is economy! One COWAN TRUCK will serve one hundred loading platforms, and will save about half the available storage area.

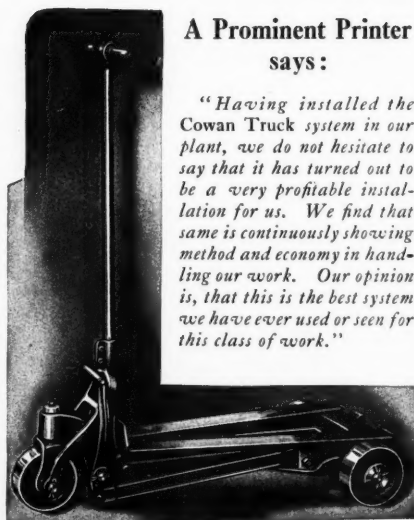
THE COWAN TRUCK is all-metal construction and supplied with roller bearings. In operation, the COWAN TRUCK is pushed beneath a platform, and the load automatically elevated and locked in place by depressing the handle. Raising the handle releases the load. The low-hung truck frame brings the center of gravity so close to the ground that loads of great height can be safely transported.

WRITE FOR ILLUSTRATED CATALOG "B" AND PRICE-LIST.  
RELIABLE AGENCIES DESIRED

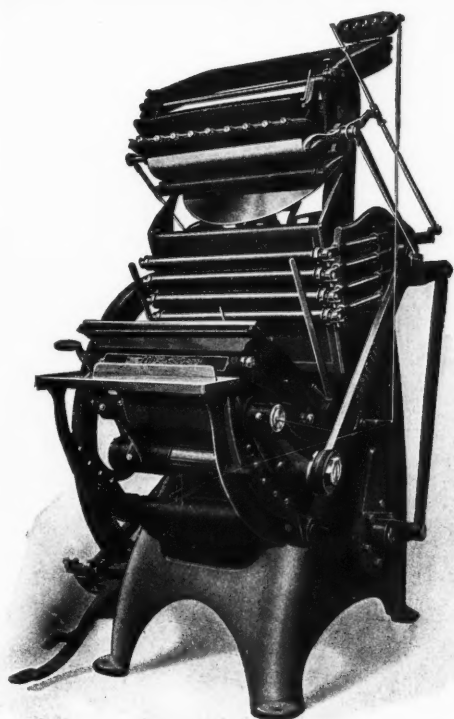
**COWAN TRUCK CO., Holyoke, Mass.**

**A Prominent Printer says:**

"Having installed the Cowan Truck system in our plant, we do not hesitate to say that it has turned out to be a very profitable installation for us. We find that same is continuously showing method and economy in handling our work. Our opinion is, that this is the best system we have ever used or seen for this class of work."







## Energy, Time, Money, Material

¶ These are being wasted by many printers in trying to produce creditable printing on antique machinery.

¶ Are you one of the many? We recommend the

## GOLDING JOBBER

¶ As a saver of time, energy, money, material, no other job press compares with it.

¶ It gives a surer profit on all grades of work by giving a greater margin to go on.

¶ It gives the greatest number of productive minutes out of each hour — by eliminating the wasted minutes.

¶ It is, then, the cheapest press to employ.

¶ We want you to investigate the Golding Jobber.

¶ Send for our booklet, "*Manufacturing Efficiency*," and get posted.

**GOLDING MFG. CO.**

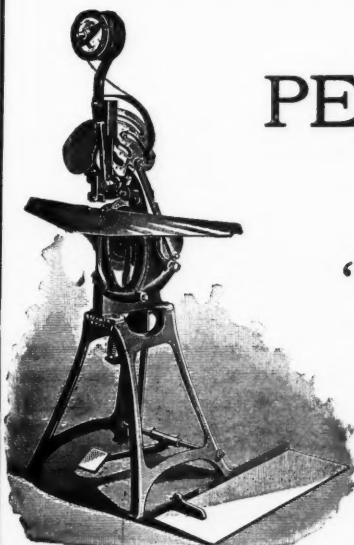
FRANKLIN, MASS.

## ABSOLUTE STANDARD

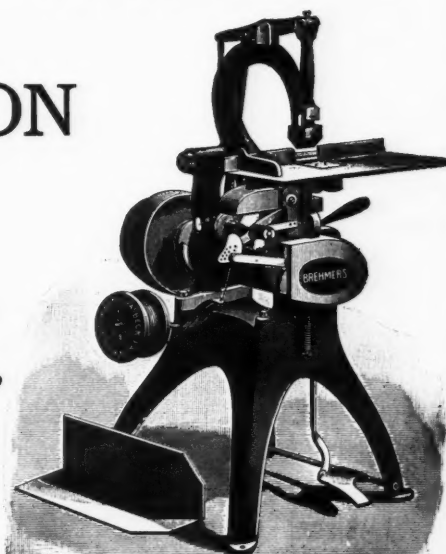
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## PERFECTION

## "Brehmer Stitchers"



No. 33. For Booklet and other General Printers' Stitching.

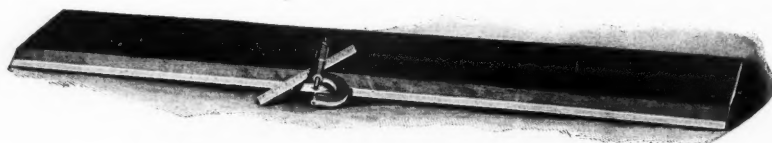


No. 58. For heavier work up to 3/4-inch. Can be fitted with special gauge for Calendar Work.

**CHARLES BECK COMPANY, PHILADELPHIA**

609 CHESTNUT STREET

ESTABLISHED 1830



# "COES"



TRADE-MARK REG. U. S. PAT. OFFICE.

## Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

### No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

**LORING COES & CO., Inc.**

DEPARTMENT COES WRENCH CO.

**WORCESTER, MASSACHUSETTS.**

New York Office — W. E. ROBBINS, 29 Murray St.

Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina  
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#### COES RECORDS

First to use Micrometer in Knife work . . . . .	1890
First to absolutely refuse to join the Trust . . . . .	1893
First to use special steels for paper work . . . . .	1894
First to use a special package . . . . .	1901
First to print and sell by a "printed in figures" Price-list . . . . .	1904
First to make first-class Knives, any kind . . . . .	since 1830

**COES is Always Best!**

# 79 Of These Machines Used in New York City Alone—This Size and Style

*Here's what one man said about another make:*

"By the time I had spent \$120 for Punches, my machine, which cost \$100, was worn out," and it is the experience of many. Buy a *Monitor*—it will last a lifetime, and every additional Punch is an asset.

Monitor Bench Punches, Wire Stitchers, Perforators, Embossers, Standing Presses, Paging and Numbering Machines, Creasers and Scorers, Job Backers, Table Shears, etc.

*We furnish complete bindery outfits—Write us for Estimates*



Monitor Power Multiplex Punch

## LATHAM MACHINERY COMPANY

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CHICAGO  
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BOSTON  
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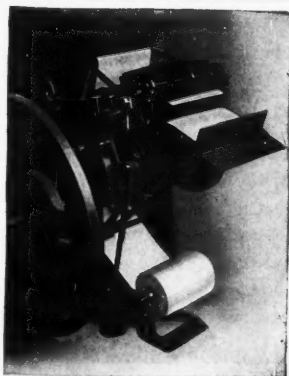
# Denny, Hilborn & Rosenbach Steel Die Stamping Inks

¶ The best cost system is based on the use of D. H. R. Stamping Inks and Varnish.  
¶ Greater economy, minimum stoppage and waste, with better impressions are some of the reasons why.

**Denny, Hilborn & Rosenbach**

Geo. Russell Reed Co., Agents for Pacific Coast.

PHILADELPHIA



## Bresnan's Automatic Feeder

**Is an Attachment for the Gordon Press that converts it into an Automatic SELF-FEEDING Press.**

The Attachment is fastened to the feed-board of the press and is operated by a connection to the draw-bar or side-arm of the press.

The sheet is fed from the roll underneath, which can be placed in front or rear as convenience requires; passing up through the center of the press it is drawn to the size required and cut off.

The Attachment will fill a long-felt need, and the price is within the reach of any printer.

**De Boise Bresnan Co.**

**23 Park Row, New York**



*Represents an achievement in paper making, combining with its firmness of texture that soft, velvety surface and evenness of coating found only in the highest priced stock.*

Sample sheets of VELVO-ENAMEL or dummies made to specifications will be gladly furnished on request.

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We carry the largest stock of Enamel Book, S. & S. C., and Machine Finish Book Paper in Chicago, ready for quick delivery, in case lots or more, in standard sizes and weights.

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## West Virginia Pulp & Paper Company (Inc.)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:

Printers' Building, Sherman and Polk Sts., Chicago

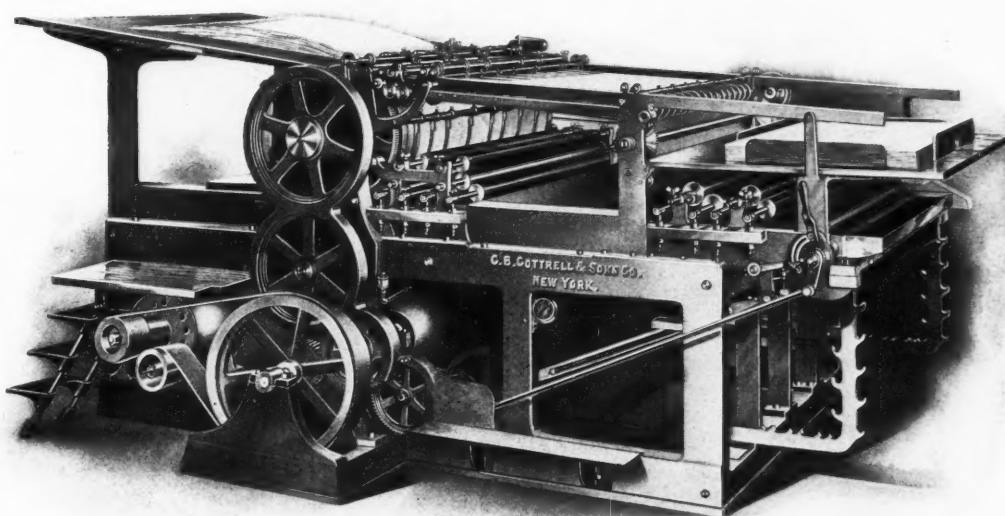
Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N. Y.; Williamsburg, Pa.

Cable Address: "Pulpmont, New York." A. I. and A. B. C. Codes Used.



# THE COTTRELL

*Will deliver a larger net product than any other Two-Revolution Press working under same conditions, and this is the Manufacturers' Guarantee*



RINTERS and publishers should not confuse advertised mechanical speeds as advertised by press builders with the actual performance of such presses on actual work. The Cottrell press with the Cottrell labor-saving adjustments for a quick and lasting make-ready gives it an advantage which no other press can equal, and as its mechanical speed is far in advance of the speed possibilities of high grade work as established by contributory conditions in the shop and of the particular work in hand, the manufacturers are safe in guaranteeing that Cottrell Presses will turn out more and higher grade work than any other press now on the market.

These points and many others are all carefully explained and justified in a booklet we have recently issued on the "New Series Cottrell." We will be glad of the opportunity to send a copy to printers and publishers who are contemplating addition in their pressroom equipment.

## KEYSTONE TYPE FOUNDRY, SELLING AGENTS

Philadelphia

New York

Chicago

Detroit

Atlanta

San Francisco

## C. B. COTTRELL & SONS CO., MANUFACTURERS

Works: Westerly, R. I.

25 Madison Square, North, New York

343 So. Dearborn Street, Chicago

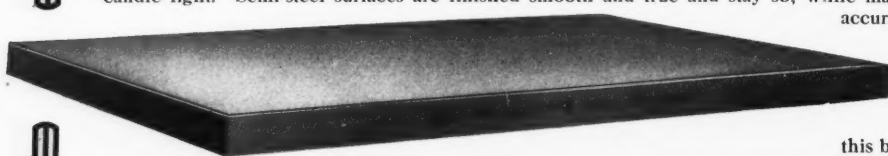
Set in Keystone's Empire Gothic with Ayer Series. Printed on a No. 5 Cottrell

# Keystone Semi-Steel Imposing Surfaces

**DURABLE, ACCURATE, SATISFACTORY**

They grow better with age, never wear out and will be more valuable after ten years' service than when they were first installed. Keystone semi-steel surfaces are as much superior to marble surfaces as electric light is to candle light. Semi-steel surfaces are finished smooth and true and stay so, while marble surfaces are seldom

accurate and are liable to be scratched and marred by the first form imposed. Marble surfaces in almost any composing room will show this better than it can be told.

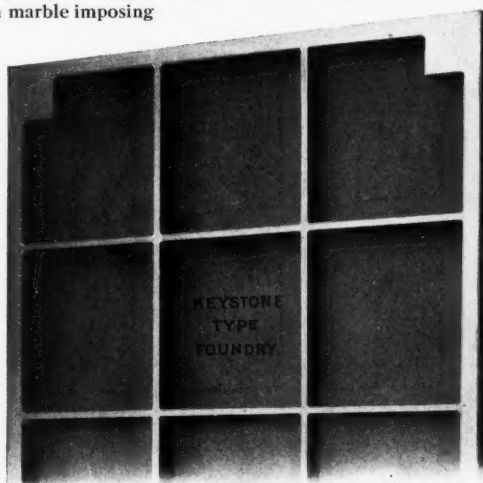


Keystone semi-steel surfaces are made as accurate as the bed of a press; less time is required in locking up and no expense is incurred, as on marble, by type, rules, etc., catching in any soft or uneven portions. It has been said that as much type and rules have been spoiled on marble imposing surfaces as by actual use on the press. For these reasons, and because they are always a permanent investment, up-to-date printers everywhere are using Keystone semi-steel imposing surfaces and through their use are saving money every day.

Keystone semi-steel surfaces are made  $1\frac{3}{4}$  inches in thickness and double ribbed on bottom with a  $\frac{1}{2}$  inch rabbet on the four sides of the tops to support the end of galleys in sliding matter on or off the surface. This rabbet may be omitted if desired.

As no coffin is necessary, there are nearly 400 more square inches in a semi-steel surface than in the corresponding size in marble. For example:—A frame built for a marble slab 36 x 60 inches would take a semi-steel surface  $39\frac{1}{4}$  x  $63\frac{1}{4}$  inches, a difference of  $3\frac{1}{4}$  inches each way, and still occupy no more floor space.

Keystone semi-steel imposing surfaces can be furnished any size from 12 inches square up to 84 x 264 inches in one casting, at the regular price of three cents per square inch. The table below gives the sizes of semi-steel surfaces compared with marble, using standard size frames.



Bottom view showing crossed-ribbed construction

STANDARD SIZE MARBLE TOPS INCHES	STANDARD SIZE SEMI-STEEL TOPS INCHES	LIST PRICE FOR SEMI-STEEL TOPS ONLY	STANDARD SIZE MARBLE TOPS INCHES	STANDARD SIZE SEMI-STEEL TOPS INCHES	LIST PRICE FOR SEMI-STEEL TOPS ONLY	STANDARD SIZE MARBLE TOPS INCHES	STANDARD SIZE SEMI-STEEL TOPS INCHES	LIST PRICE FOR SEMI-STEEL TOPS ONLY
24 x 36	$27\frac{1}{4}$ x $39\frac{1}{4}$	\$32 10	26 x 76	$29\frac{1}{4}$ x $79\frac{1}{4}$	\$69 57	30 x 90	$33\frac{1}{4}$ x $93\frac{1}{4}$	\$93 03
26 x 44	$29\frac{1}{4}$ x $47\frac{1}{4}$	41 46	36 x 60	$39\frac{1}{4}$ x $63\frac{1}{4}$	74 49	48 x 72	$51\frac{1}{4}$ x $75\frac{1}{4}$	115 71
28 x 50	$31\frac{1}{4}$ x $53\frac{1}{4}$	49 92	28 x 80	$31\frac{1}{4}$ x $83\frac{1}{4}$	78 06	40 x 80	$43\frac{1}{4}$ x $83\frac{1}{4}$	108 03
36 x 48	$39\frac{1}{4}$ x $51\frac{1}{4}$	60 36	48 x 60	$51\frac{1}{4}$ x $63\frac{1}{4}$	97 26	48 x 96	$51\frac{1}{4}$ x $99\frac{1}{4}$	152 61
32 x 60	$35\frac{1}{4}$ x $63\frac{1}{4}$	66 90						

**Coffins are Not Required or Supplied with Semi-Steel Tops**

## Keystone Type Foundry

**Makers of Type, Material and Steel Equipment for Printing Plants**

Philadelphia :: New York :: Chicago :: Detroit :: Atlanta :: San Francisco

Set in Keystone's Caslon Bold Extended and Caslon Lightface, with 12 Point Panel Border No. 7







# BUCKEYE COVERS

The Standard Cover Papers for Economically Effective Business Literature

OUR big September advertisements seem to have filled a long-felt want in the printing business. We've been busy all month sending "proofs" to interested printers and printing buyers. Yours are ready to go forward when you ask for them.

You doubtless *know* BUCKEYE COVERS already. Probably you recognize them as the best covers you can buy at anywhere near the price. You can not fully realize their "economical effectiveness," however, until you've seen the Buckeye "Traveling Demonstration."

The best proof that you can "give more and get more" by using BUCKEYE COVERS, is the fact that hundreds of other printers are already doing it. The Buckeye "Traveling Demonstration" shows you how. You ought to have it on your desk.

BUCKEYE COVERS are popular because they are profitable. They are the biggest sellers, because the biggest values ever offered by a paper-mill. The printers who use them most are the printers who make the most money. Why not join the order?

BUCKEYE COVERS are now made in 16 colors, 4 finishes and 4 weights, including double thick. Sample Book No. 1 shows single thick weights in 16 colors. Sample Book No. 2 shows Double Thick and Ripple Finish in 11 colors. Either book, or both, with or without the "Traveling Demonstration," will be sent free to any printer or printing buyer on request. Use business letter-head, and address Department B.

## THE BECKETT PAPER COMPANY

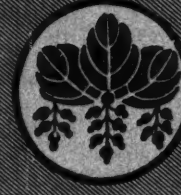
MAKERS OF GOOD PAPER  
in Hamilton, Ohio, since 1848

BALTIMORE.....Debler & Mudge.  
BOSTON.....The Arnold-Roberts Co.  
BUFFALO.....The Ailing & Cory Co.  
CHATTANOOGA.....Archer Paper Co.  
CHICAGO.....James White Paper Co.  
                  J. W. Butler Paper Co.  
                  The Chatfield & Woods Co.  
CINCINNATI.....The Diem & Wing Paper Co.  
                  The Whitaker Paper Co.  
                  The Cin'ti Cordage & Pa. Co.  
CLEVELAND.....The Union Paper & Twine Co.  
COLUMBUS.....The Central Ohio Paper Co.  
DAYTON, OHIO.....The Kaogh & Rike Paper Co.  
DETROIT.....The Union Paper & Twine Co.  
DES MOINES.....The Carpenter Paper Co.

DENVER.....The Peters Paper Co.  
INDIANAPOLIS.....C. P. Lesh Paper Co.  
                  Indiana Paper Co.  
KANSAS CITY.....Graham Paper Co.  
LOS ANGELES.....Zellerbach Paper Co.  
MEMPHIS.....Taylor Paper Co.  
MIDDLETOWN, O. The Sabin-Rebbins Paper Co.  
MILWAUKEE.....The E. A. Bower Co.  
                  Standard Paper Co.  
MINNEAPOLIS.....McClellan Paper Co.  
MONTREAL.....Howard Smith Paper Co., Ltd.  
NASHVILLE.....Graham Paper Co.  
NEW ORLEANS.....E. C. Palmer & Co.  
NEW YORK.....Henry Lindenmeyer & Sons,  
                  82-84-86 Bleecker Street.

OAKLAND, CAL. Zellerbach Paper Co.  
OMAHA.....The Carpenter Paper Co.  
PHILADELPHIA.....Garrett-Buchanan Co.  
                  The Ailing & Cory Co.  
PITTSBURGH.....The Chatfield & Woods Co.  
PORTLAND, ORE. Pacific Paper Co.  
RICHMOND, VA. Richmond Paper Mfg. Co.  
ROCHESTER.....The Ailing & Cory Co.  
ST. LOUIS.....Graham Paper Co.  
ST. PAUL.....Wright, Barrett & Stillwell Co.  
SALT LAKE CITY. Carpenter Paper Co. of Utah.  
SAN FRANCISCO. Zellerbach Paper Co.  
SEATTLE.....Richmond Paper Co.  
SPOKANE.....American Type Foundry Co.  
WINNIPEG.....John MarEa Paper Co.

FOREIGN SELLING AGENTS, Henry Lindenmeyer & Sons, London, England



## DISCIPLINE

**D**ISCIPLINE is the first step in efficiency, and discipline comes from a wise selection of men whose welfare is made as important as the enterprise itself

A. H. McQuilkin











# The Inland Printer

*The Leading Trade Journal of the World in the Printing and Allied Industries*

Terms: United States and Canada, \$3.00 a Year, in advance  
Foreign, \$3.85 a Year

Vol. 50

OCTOBER, 1912

No. 1

## The Half Interest

By JOSEPH J. FLOWERS

**D**URING the course of my wanderings as a journeyman printer I landed one day in a little town down on the coast. It was a county-seat town, and so supported one newspaper. One Mr. Dayes, an easy-going fellow who worked only when there was no escape, owned the newspaper.

I liked the old town and remained there for several months. It was a beautiful old place—historic, respectable and dead. I considered that the town and the editor were suited for each other. He was a friendly man, however, and during my stay we became quite chummy. He had a pretty good outfit for a country shop. One thing, in particular, attracted my attention from the first. This was a mailer—a machine for stamping addresses on the papers. This mailer was quite different from any I had seen before; it was a good machine—fast, easy, convenient.

I was much taken with the mailer and asked many questions about it. At first my employer seemed reluctant to answer my inquiries, but one day Mr. Dayes, becoming unusually confidential, told me the following curious story about the machine:

“This mailer is my own invention. I figured it out and a mechanic named Warns constructed it. Warns is not here now—gone back to his old home in the North. He left me the mailer, which is the only one in existence, as a reminder of my experience with him. And it was an experience long to be remembered by me.

“Warns and I worked for several months on the mailer. When

it was finished and patented, we thought we had a pretty good thing. We figured that every newspaper office in the country would want one. When we put it on the market, however, things did not look so bright. The manufacturing concerns to whom we offered to sell the patent did not seem to be in any hurry to take up our offer. I soon became discouraged.

"About this time I discovered something about my partner which set me to thinking. It was this: When we wrote to different manufacturers regarding our proposition, we signed our letters 'Dayes & Warns.' The replies were, of course, so addressed. Now, Warns went to the postoffice and instructed that all mail addressed to Dayes & Warns was to be put in his individual box. By this means he thought that if an offer was made for our patent he could turn it to his own advantage. I did not know of this for several weeks. It was only through a remark dropped by the postmaster that I became enlightened. This revelation caused me to become suspicious, and I determined to test my partner to see if he was treating me fair. I did — this way:

"I had a friend who was employed in a manufacturing concern in a distant city. I wrote him, laying the facts before him and asking his aid. He replied at once that he was at my service. So I wrote a letter to Warns, asking about the mailer and intimating that it could be sold. This letter I sent to my city friend, asking him to copy it off on the firm's stationery, mail to 'Dayes & Warns,' and then send the reply to me.

"You see, I knew that if Warns was honest he would show this letter of inquiry to me, and that would end the matter.

"When Warns received the letter he was much elated, but said nothing to me. He answered it immediately, describing the mailing machine in glowing terms and offering to sell the patent. This reply was forwarded by my city friend to me.

"Well, several letters passed between Warns and my friend. I was kept posted and directed the correspondence. I concluded that since Warns was trying to swindle me I would give him the opportunity. I wrote a letter to him offering to buy the patent at a price of ten thousand dollars. When this letter was forwarded to Warns he swallowed the bait, line and all.

"You will see, now, how I was working the thing. It could not have been done except for the fact that Warns was dishonest. When he received an offer of ten thousand dollars he at once began to cast

around to secure my half interest at a low price. He wanted to gobble the whole pile.

"He came in one day, and after standing around for a time, said:

" 'Say, Dayes, about that mailer. I don't think we will be able to sell the patent, and so I have decided, if you will sell me your interest, to manufacture these machines right here at home. What will you take for your half?'

" 'Haven't you had an offer from any one yet?' I asked.

" 'Not a single one,' lied Warns.

" 'Well, I am not in any hurry to sell,' I said. 'However, if you want to manufacture them in your shop here, I will sell. What will you give?'

"He offered three hundred dollars. I asked a thousand. We 'dickered' for several days and finally agreed on six hundred. That looked good to Warns, as he thought he would make a profit of forty-four hundred on my half. He was anxious to close the trade. He engaged a lawyer and had a contract drawn up. He had his lawyer make it strong, for he was afraid I would try to break it after I had found out about the manufacturer's offer. There, again, you see, his dishonesty was working for me.

"I had never before got tangled up in a deal like this one. I had never swindled a man. I did not want to do so now. So, before signing the contract, I called Warns aside.

" 'Look here,' I said to him; 'haven't you had an offer from some firm?'

" 'I swear to you I haven't,' my partner replied. 'I am buying the patent for my own use.'

" 'If you are going to manufacture the machines here, I will sign the contract,' I said. 'Otherwise not!' You see I was giving him every chance to be honest.

"He declared that he would make the machines right here in his own shop, so I signed the contract and he paid over the money."

There was a long pause. Mr. Dayes was sticking type. I was lost in admiration.

"But," I asked, "how about the ten thousand dollars? Did Warns get it? What did he say?"

"Oh, no," replied Mr. Dayes. "You see when Warns wrote them that he was ready to close the deal, they replied that, after considering the matter further, they had decided not to buy. So Warns still has his patent, and that mailer over there is the first and last."

## A Printer's Trip Abroad

No. II.—By C. S. PETERSON, Peterson Linotype Company, Chicago

**T**WO days more saw us in Algiers—a two-faced city, French for the most part, with a rather feeble imitation of Paris boulevards and life; and on the other hand an Arab town, dirty beyond compare—a town free from microbes, because no microbe would live in it. An Arab will thrive where a self-respecting bacillus would refuse to take lodgment. An exceedingly busy town is Algiers, with some handsome buildings in Moorish style, the postoffice and the governor's Winter Palace, as well as the cathedral—Notre Dame d'Afrique—being striking instances.

Two more days brought us to the end of our journey—to Naples—crowded, picturesque, jolly Naples, as full of joyous, vibrating life as ever it could have been in Roman or Greek times. In fact, the eternal youth of this land is one of the marvels of it. Starvation is seldom more than a week away from the working class; the war in Tripoli is drawing tens of thousands to disease and death; half of them can not even read or write, and the government, through taxation, or the Camorra in tribute, will probably get away with the major part of anything a man might be able to amass. But the Neapolitan is just as happy. Walk along the Via Roma or the Chiaja in the afternoon or evening, or sit in the Galleria Umberto or the Cafe Gambinus, and say if you have ever seen people that appeared to be getting more pleasure out of life. Poor and oppressed they may be, but it certainly does not seem to distress them.

Business in Italy is good, as far as we could see. The lower classes, who suffer most by it, are strongly against the war, as it means higher taxation and many thousands of their friends and relatives drafted off to Africa; but the better classes, who as a rule are very patriotic, seem to favor it. This is merely the impression gathered from conversing with people in different stations of life, but it seemed to be general. In Naples we had to go ashore on lighters, as the only available space was occupied by a great troopship, the Lazio, of some 15,000 tons, just leaving for Tripoli. We noted with much interest some huge cases on deck, labeled "Monoplanes." There was a good deal of cheering on the dock as the great vessel pulled out; but in the waiting-room on the dock lay a woman in a dead faint as we passed out. She was a poor peasant widow, explained a man



in the crowd around her, and her only son had just been drafted to Tripoli.

It isn't the easiest thing to get away from the dock in Naples. Your—and hundreds of other people's—baggage is piled in a great mound on the pier, and the four hundred owners, with twice that many gesticulating and yelling Neapolitan porters, guides, etc., are climbing over and around the mound identifying their respective belongings. We finally found ours and got them into the customhouse, where, to do them justice, the employees were both quick and civil, and examination was merely a matter of form. Tourists, and particularly Americans, coming into Italy are treated very leniently in the customs, apparently no objection being raised to anything except tobacco. This is a government monopoly, and they are quite particular about it. As the writer does not smoke, however, he was quite willing to leave the Italian Government in undisputed possession of its tobacco monopoly.

The first thing after leaving the customs is to get rid of a "guide" who has attached himself to the party and sticks with a persistence worthy of a better and more profitable cause. After that we pile into a taxi—for, wonder of wonders, Naples has taximeters now, and the picturesque pirates that used to haul us around for whatever they could get have to abide by the decision of the little dial. It takes away a whole lot of the excitement for both fare and cabby, but it is certainly more peaceful. The price is low; 19 cents in real money will take you a long distance, enabling you to see half of the town and to get acquainted with a large colony of fleas which has preempted the cab and resents your intrusion. This is a perpetual trouble with the Neapolitan cabs. By the time you have gotten on reasonably friendly terms with the nimble inhabitants of one cab, your ride is over, and in a few minutes you are in another vehicle and up against a strange and eminently hostile crowd of jumpers.

One of the first things that strike the attention as you leave the wharf is the huge "New Castle," whose enormous towers dominate the lower town. It is not so startlingly new, being somewhere around 700 years old; but that is reasonably modern for Italy. In 1200-and-something, when they were laying the foundations of the New Castle, twenty-two centuries had already elapsed since a colony of Greeks settled in the bay and founded Neapolis, the New Town. So you see the New Castle is quite the latest thing in the line of castles here.

There is a huge building on the hill back of the city, the Castello St. Elmo, with the monastery of San Martino hanging on to it. It is the most prominent thing in Naples, and stands out wherever you go. Below on the hill is Bertolini's Palace Hotel, from the terrace of which one has a wonderful view of the city and the bay, with the mountains of Sorrento to the south, Capri floating lazily in the bay, and the twin cones of Vesuvius dominating the whole. Afternoon tea there on a sunny day is something to remember, both for the wonderful view and for the equally marvelous bill that will be presented to you afterward. For in Naples prices rise with the altitude. With one exception the water-front hotels are rather moderate; but the higher one gets up the hill the higher is the price. This is what made me so fond of the water.

It sets one wondering what the town really lives on. There are no factories to speak of, and no great industries; yet here is an apparently busy city of well on to a million people. It is the headquarters and main distributing point for all Southern Italy, however, and the wholesale and retail business of the city is very large. There are some very good and very complete department stores here. There are a number of printing-offices, too; but, so far as I could find, none with a building erected specially for its use. They are all old dwelling-houses or public buildings of some sort adapted to printing-office uses. The volume of printing does not, of course, come anywhere near what a city of the same size in the United States would require. It must be remembered that a very large part of the population is illiterate, hence can not well be expected to support the art preservative. Of the remainder, a large number are too poor to buy either books or papers. It is probable that the printing output of Naples does not exceed one-fourth of that of Boston, a city approximately of the same size.

As to prices, the difference is not so great. While wages are roughly from one-third to one-fourth the rate in Chicago, there are many other causes that render the product costly. Taxation is very high, for one thing. The output is small, for another. The average output of a linotype machine is little more than half that in Chicago. The price and upkeep of the machine being about the same as here, it follows that composition becomes expensive. Then few offices are equipped with up-to-date tools, and I believe, too, that in the matter of organization there is much to be desired. Result: the finished product becomes almost as costly as in Chicago.

From the workman's point of view, conditions are far from ideal. While matters are infinitely better than during the reign of the Bourbon kings, when starvation was a common thing and thousands died literally from lack of food, there is still a vast difference between the standard of living of even the best-paid workmen of Naples and those of Chicago. Housing conditions are not good, the matter of sanitation being particularly behindhand. Food is dear, meat being practically out of reach of the working class, and even fish rather high. Bread runs about four cents a pound, against our five; but it is a good deal easier to obtain five cents in Chicago than four in Naples. Vegetables, such as beans and lettuce, are fortunately cheap, and much used. Wine, a staple article and substitute for both coffee and milk, is very cheap, and in most cases, fairly good. Clothing is rather high, not as costly as in the United States, but fully fifty per cent higher than in England. Taking it all in all, the average wage of a printer in Naples may be taken, I think, at about \$7 a week, and this \$7 has about the purchasing value, averaging the necessities of life, of \$12 in Chicago.

It will readily be seen that this does not permit of luxurious living. One often hears it said that people can live more cheaply in Europe. That is quite true, but it is done by going without things. Some noted writer said once that the same amount of comfort costs about the same the world over, and after having tried a good many places I am inclined to agree with him. If the workingman in Chicago were willing to live as does the average workingman in Naples he could get along on about the same sum.

This is not intended as a criticism of either government or people in Italy. The government is capable, efficient and honest, and has done wonders in a short time. But the effects of centuries of misgovernment can not be eradicated in a few years. Give Italy another twenty-five years, and I believe it will be one of the most contented, most prosperous nations on earth. The Camorra, a survival of the evil days when public justice did not exist and men banded together to secure for themselves the "square deal" that the government could not and would not give, will disappear along with the causes that gave it birth, and with general education and knowledge of the laws of sanitation will come a cleaner and healthier generation. The many likable and admirable qualities of the Italians will have a chance to develop, and this wonderful race in its wonderful country may once more astonish the world.

## Pull Proofs That Pull Trade

By EVERETT R. ROEDER

**I**N this day of sharp competition not a single detail can be overlooked. Business to-day is turning largely on service. The storekeeper has found that more than good merchandise is needed for success. He looks to the appearance of his clerks; store arrangement receives careful attention; goods are shown under as nearly ideal conditions as possible, and even the package and wrapping comes in for its share of thought.

And the printer, like every other business man, must look sharply to details if he wants to keep ahead of his bread and butter. But the appearance of proofs is more than a detail. It is an essential part of a printing service. The average casual user of printing doesn't know about press-proofs, make-ready and the like. All he does know is that often his proofs come to him smuttily printed on exceptionally flimsy paper—which does not tend to increase his respect for the trade. If, on the other hand, the printer can create the impression that he is a very careful workman, he has obtained a hold that is going to stand him in good stead as to future business.

Right now I can hear the printer reading this stand up and shout, "Holy smoke!—a press-proof on every job without extra cost! Where in thunder am I to make any profit?" There is a big gap between the proofs some printers furnish and a press-proof. It is not absolutely necessary to have the proof-paper so thin that the reader has to cultivate the delicate touch of a miniature painter in order not to tear it. Nor is it often necessary to send proofs out wet so that first shot out of the box Mr. Man gets his hands covered with printers' ink. Another little thing that is big, too—have the boundaries neatly ruled in ink or pencil so that it readily can be seen just about how the finished job will look.

To get a nice, clean proof on at least decent paper makes a man feel sort of good. It makes him feel that the printer is really giving the kind of thought and care to the work that produces a good job of printing. To a man not familiar with the printer's ways, the appearance of the proof means everything. But even the man who buys printing by the ton appreciates a good, clean proof. For that kind of a proof is very apt to be the forerunner of a better piece of finished work. And remember that the average man is not



especially fond of reading proof. Above all things, don't let a proof go out full of apparent errors — misspelled words, battered type, etc. The man getting the proof has other things demanding his attention. He starts over the proof and here and there finds an "e" for an "i," a "u" where there ought to be a "w," and letters missing or upside down. If he isn't cussing the printer by that time it is because he is largely lacking in human nature. His dependency upon the printer is gone; he feels he must overcome the printer's carelessness by several careful readings of the proof. And next time, if he has a particular job, he is apt to look around for some other printer—for one who realizes that the letters of the alphabet have a definite use and who can pull a proof that a man can read without fear of smudging his immortal soul with printers' ink.

It is up to the printer. Is he going to make his proofs a means of tying business to him so tightly that a few dollars lower on a job won't get it away from him, or is he going to make them a greased chute that will send the next job right into the other fellow's shop?

## News Sources on the Country Paper

By ALBERT G. BRENTON

**N**UMEROUS times country-newspaper writers have complained that their work is deadening.

Contact week after week with recurring items of news, constant association with the same people, and isolation from the large centers of population where big news breaks, would all seem to make the statement justifiable. But need it be more routine or monotonous than that of the metropolitan writer?

The city newspaper man's field is limited to one beat — not by editorial edict, for anything he can pick up is welcomed — but by necessity, as he can not successfully cover more than one beat, and he is held responsible for his own. Suppose he does get a "sensation" every day. Big news is just as monotonous as small news without the spice of variety. Either warps a man and tires him out in time.

Varying only in division, the important news sources in city and country are very much the same, or could be, with this exception: the metropolitan reporter is limited to one class of activities (police,

markets, courts, politics, etc.), while the country writer has the entire local field and may assimilate from other fields to his capacity for localizing and making general news his own.

True, he may work at a disadvantage for lack of organization and cultivation of his field, but that is his own fault. Necessity has forced metropolitan papers to systematize their newsgathering, and inertia prompted the country publisher to neglect his.

Roughly catalogued, news may be divided into six great classes.

- |                        |                   |
|------------------------|-------------------|
| 1. Social.             | 4. Educational.   |
| 2. Financial.          | 5. Political.     |
| 3. Criminal and Legal. | 6. Miscellaneous. |

For the average newspaper in a town of 5,000 or less here is a list of regular, accessible sources of news, which, though inadequate by reason of the impossibility of distinct separation, may yet be suggestive. Any of these items could be subdivided into numberless others, and still a story would pop up from one of them that should have come from another; such is the complexity of newsgathering:

1. Social—
  - Churches, lodges, organizations, charity.
  - Pastors, for weddings, "socials" and personal news.
  - Trades people. (The milliner is always in touch with the activities of the women.)
  - Trains and transportation lines, for personal mention.
2. Financial—
  - Banks.
  - County clerk, for property transfers.
  - Produce houses, for market news.
  - The miller, for crop reports, live-stock sales, etc.
3. Criminal and Legal—
  - Courts and officers of the law; lawyers, for stories back of legal documents.
4. Educational—
  - School superintendent, teachers, township and county school officials.
5. Political (local)—
  - Town and county officials, past and present; state officials and postmaster.
6. Miscellaneous—
  - Exchanges.
  - Undertakers, deaths.
  - Railroad and railway agents, for wrecks, accidents, changes of schedule or service, etc.
  - Physicians, for sickness, accidents, births, deaths.
  - Coroner, for deaths and crimes.
  - Obituaries (becoming unpopular).
  - Sports. (Everybody likes the home team.)
  - Country telephone exchange operators. (A few boxes of chocolate creams will turn the trick.)
  - Regular correspondents.

Various other methods may be employed by the ingenious rural writer to drive dull care away. James Whitcomb Riley is accredited with foisting the following dispatch on an Indiana weekly in his callow days:

"One Timothy Hay was caught between the blades of a mowing machine in Round Hill, near Greenworth, and was crushed to death"!

Many small items that are customarily buried in a maze of business locals, personals, etc., could be expanded into quarter-column or half-column space-fillers if they were investigated in detail. The following were clipped from various country papers of the middle West to show the possibilities of developing and expanding the news:

Uncle Fie Stevens, an old resident, died at his home May 3d. He was 86 years of age. The funeral was held from the home Monday, and burial took place in Hobart cemetery.

One might be excused for supposing that in some degree Uncle Fie had failed to merit the respect of his community—judging from the very brief account of his demise. But notice that he was 86 years of age. Is there not something in that fact to inspire more than a five-line item? Perhaps members of his family could have told many interesting things that Uncle Fie had observed in his lifetime.

All the druggists of Britt have now surrendered their permits, in preference to standing action to losing them otherwise.

To say the least, this item in its present form is not greatly enlightening. Presumably the permits were granted to enable the druggists to sell cigarettes or liquor. The reader might naturally wonder what action is alluded to, and how or why it is possible to force them to give up their permits. Since druggists are usually respectable citizens, would it not be interesting to hear the views of one or two of them upon this proposition, especially since it may affect their business?

Every town should arrange to sprinkle the main dirt streets in the dusty season.

We agree with this Kansas editor. But suppose he had told us that A. Blank, whose grocery store is on a corner and gets the dust from two streets, says it is impossible to keep dirt out of his bulk goods unless the streets are sprinkled to lay the dust; and that the

White Front bakery can not make sanitary pies and cakes with so much dust in the air. Suppose, too, that the editor said in his paper he would be willing to contribute 25 cents weekly toward the expense of sprinkling the streets. In a short time the problem would be solved.

An Iowa editor decries the scarcity of news, ending his complaint thusly:

When the above conditions prevail, it is uphill work to get out a newspaper. In order to do away with the sameness that is prevailing in local happenings the editor would be much obliged for any exciting item of news that might be handed to him, anything from getting stung by a honey-bee to the chronicling of a pink tea.

That should bring him many lively items from his subscribers, but in an adjoining column this squib comes to notice:

A special meeting of the stockholders of the local telephone company will be held June 1st for the purpose of amending the constitution.

Indeed? What is the matter with the old one? What changes are to be made? And why? Is there to be a new form of organization? Will the present rates be affected? Will the franchise be affected? And by the way, what are the terms of the franchise? It might be convenient to have a copy handy.

Rev. Heileman has gone to New York, to sail Saturday for London, where he will close the estate of a brother who recently died.

If Rev. Heileman happened to live in any but a community of foreign settlers he would some time prove a good subject for a special story. Perhaps he could draw some comparisons between the institutions of this country and those of his native land to add a bit of variety to the contents of the paper.

The closing meeting of the Woman's Study Club for the year was held Tuesday afternoon. The paper, "Caves and Their Formations," was given by Mrs. C. F. Davison, and a description of the Danner cave, recently discovered, with samples of the stalactites found therein, were included in the presentation. The table talk was given by Mrs. J. W. Ott, an interesting one on "Cartoons."



To this could have been added: "In part Mrs. Ott said:" Surely there must have been some pretty good stuff in Mrs. Ott's talk on "Cartoons"; also in the paper by Mrs. Davison. And since the meeting closed the sessions for a year, a review of the Study Club's accomplishments would not have been out of place.

Mrs. William Poor, living on the McLouth farm, had the misfortune to break her ankle bone while attempting to alight from a buggy, Monday.

She was attended by a physician, of course—and does he say the break will mend in due time, or will Mrs. Poor's age add to the possibility of her being crippled for the remainder of her life?

Ed. Geisen has let the contract for a house on Court street to cost about \$5,000. Hoffman Brothers and William Parry were the lucky bidders.

The women folk will say: "I wonder if they're going to build a bungalow, or if they will have a big veranda all around the front; and are they going to decorate the walls with paper or calcimine?"

The Purdue wheat special lecture train will be in this city Saturday morning from 9:15 to 10:15 o'clock. The farmers seem to be interested in this matter of instruction in wheat culture, and it is expected that a large number of them will be present at the lecture.

Here is a chance for a column story on the value of scientific farming. Did any farmer in the community receive benefits from the wheat lecture last year? Did some farmer increase his production ten per cent on his acreage? Every farm reader would be interested in that.

A Great Western paint gang has been working in this locality this week.

Being painters, these men must have plied their trade. On a guess we should say the Great Western station was painted and redecorated, and that by this evidence the officials intend to defer building a new station for the town until a year or so later.

Verily, ye country editor should not complain. "Life is just one thing after another."

## Pressbuilders and Pressmen

By FRANK McLEAN



WHILE it is true that many of the most successful printing-presses are the inventions of practical pressmen, the working out of the inventors' ideas has devolved upon the highly specialized mechanic. The foundation ideas which characterize each special make of press are nearly always in a process of evolution. The great institutions which the pressbuilders have developed do not rest content with their achievements, but maintain a small army of designers presided over by a superintendent who passes judgment on all suggestions. Theories that seem plausible are worked out tentatively, and if out of a vast series of investigations and more or less expensive experiments an improvement stands the test, it necessarily bears the load of all the failures.

The pressman visiting a press-building plant sees presses in various stages of their development, and, passing from interest to interest, comes out with a very high regard for the magnitude of the works. But what should weigh most upon him are facts that he seldom notices: the scrupulous care in adjustments, the delicate accuracy of the heavy fittings and the rhythmical coordination of all the working parts.

One of the greatest troubles in the pressroom comes from the changing of adjustments in the hope of remedying some difficulty that is due to technic solely.

The pressbuilders select from their most efficient workers a corps of men who give their time entirely to the work of installing and erecting presses. They become singularly proficient, necessarily. Their work done, it is very rarely that it is not done right. The preponderance of evidence is all in the pressbuilder's favor when the buyer of the press makes complaint that his pressman says the press is out of adjustment and otherwise defective. The pressman may be quite sincere and think the press is defective or out of adjustment, because he has put it out of adjustment in trying to make it remedy defective packing or sliding rollers or some other phase of the pressman's trade that adjustments can not remedy.

On such occasions the press erector is telegraphed for. He sometimes has to travel two or three hundred miles to find that the pressman's error has caused an unnecessary expense. The pressbuilders

investigate these cases carefully, and if by any chance they are at fault, willingly bear the expense; but in most cases the printer has to pay for the snap judgment that the pressbuilders must be wrong.

These few arguments are not presented with any idea of bepraising the pressbuilder or bespattering the pressman. They are just a few words of caution for the benefit of many good pressmen who sometimes allow themselves to become rattled, and act and speak before they think enough. For it must be obvious that the pressman who has placed himself in a position where he is compelled to take a complete turndown before his employer will be a long time in getting his confidence again.

## Interest

By A. H. M.

ONE of the disappointments that nearly every one has experienced, who has built up a manufacturing business from small beginnings, is that which has come from the miscalculation that a large manufacturing plant is profitable in the same ratio as a small plant. Our acquaintance with physical laws being general, we know that we can project power to a limited extent only. Piping for steam-power can be extended a moderate distance; shafting has its extension modified by friction; and while electric power may be carried a great distance, its potentiality steadily diminishes as it recedes from the place of origin.

Applying, therefore, this physical analogy to a psychical proposition, it is apparent that the farther removed the various processes of manufacturing are from the first interest the greater the decline in energy and production.

These considerations can be justly weighed and measured by an objective mind. How to influence each individual worker so that his interest will be stimulated, better methods adopted, and greater efficiency obtained is part of the problem of "scientific management." The average worker shies at scientific management. He objects to being "managed" at all, and places all the hindrances he can — and they are many — in the way of the "expert." The methods of the expert under such conditions resemble the methods of Mr. Pickwick's cab-driver in managing his horse: "He always falls down, when he's took out of the cab, but when he's in it, we bears him up werry tight, and takes him in werry short, so as he can't werry well fall down, and we've got a pair o' precious large wheels on; so ven he does move they run after him, and he must go on—he can't help it."

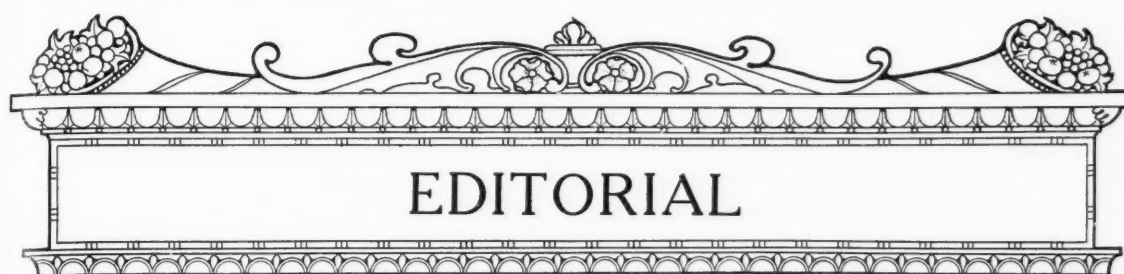
The profit-making power of the small shop under the intensive management of the proprietor is due to the interest of the proprietor. Can this interest be awakened in the foremen and superintendents who come in as department chiefs as the business expands? Can the unit of efficiency in the small shop be made as potential in the large shop?



TO HAVE THE RIGHT THING IN THE RIGHT PLACE AT THE RIGHT TIME MAKES WEALTH  
THE PRINTING PRESS LOCATES THE TIME AND THE PLACE

Photographs by R. R. Sallows, Goderich, Canada





#### New Volume of The Inland Printer.

The present issue of THE INLAND PRINTER begins its fiftieth volume. The first issue appeared in October, 1883. The publication met the needs of printers, and its circulation steadily increased. The volume of 1892 contained over eleven hundred pages—and the rate of increase indicated that it would be necessary to make two volumes a year.

In 1893 THE INLAND PRINTER issued two volumes for the year, and has continued to do so since that time. The volumes for 1912 contain, exclusive of the many handsome pictorial and commercial inserts, 2,026 pages.

When it is considered that THE INLAND PRINTER is encyclopedic in character, and that it is an archive of an industry at the head of all industries in importance to the world of progress, it can not be denied that it has justified its claim to be the "Leading Trade Journal of the World in the Printing Art."

WHY should conventions be held during vacation-time? Are we not urging that the expense attached to attendance at these meetings be charged up to the cost of printing? If we are to do this, then is it not manifestly unfair to hold our conventions in the hot months, when the efficiency of delegates is impaired and much of their time is wasted in sightseeing? The principle of charging the expense to cost is right, but it would seem that the application of efficiency methods to the holding of conventions would not be inconsistent with the cost-finding movement.

PRINTERS' conventions and congresses have reached high-water mark in number and attendance this year. The next twelvemonth probably will see fewer meetings, but the work of secretaries and other officers will be increased and cooperative effort extended. That a change in methods of conducting commercial printing businesses must be made is now generally accepted wherever printing is done. How to put these desires in practical operation will be shown by the men who are in the field—experts who have proved their ability by the results they have obtained. This is the great

work that the employing printers' organizations are doing. Let the printer take hold—the great organization is behind him to counsel and direct him to prosperity.

PRESIDENT KIMBARK, of the Chicago Association of Commerce, speaking at the recent banquet of the United Typothetae of America, declared that printers had turned men's faces toward the sun. Now that we have accomplished this, let us face the sun ourselves—turn toward the East—the East of aspiration—and march with those whom we have directed toward progress, prosperity and happiness.

THE much-talked-of one organization of employing printers is making some progress—more perhaps than is apparent on the surface. The commission which has been appointed to investigate and report on the measures that may seem most desirable to further the movement will no doubt throw light on many obscure places. The desire to have one organization is in the minds of printers, and this unconscious assimilation will bring about what we are all seeking—the whole force of printerdom concentrated into an effort to make the printing trade as profitable as any business it makes profitable.

HENRY L. BULLEN, the noted American printer, in a recent address, said some things about the employment of printers' devils that should help materially to awaken the trade to the need of action on this all-important question of apprenticeship. Mr. Bullen stated that—

Thousands of incompetent journeymen are on our pay-rolls, put there by thousands of master printers. Thousands of lads to-day in printing-plants are on the way to recruit this ever-increasing army of incompetents. Do not blame them. Pity them! These unfortunate lads are employed at low wages until length of years gives them the right to ask for a man's pay. Then the careless master printer who hired the lad shoves the incompetent man into the street. In self-defense the unions have to accept him. The poor fellow enters on a career of intermittent employment. No steady job for him! The trade is a curse to him, and he is a curse to the trade. Do not blame him!

THAT the incompetents thus thrown upon the market are a burden on the trade, affecting the welfare of both journeymen and employers, is a fact that has not been taken as seriously as it should be. Too many owners of printing-offices take it for granted that it is a natural condition, and that they have had nothing to do with bringing it about. In some cases the unions are blamed, with the result that this burden of incompetency helps to create unfriendly relations between the organizations and employers. It is quite natural that the owner of a plant should feel that he is being robbed when compelled to pay three or four dollars a day to a journeyman who is not to be depended upon even in the most ordinary work. Touching this point Mr. Bullen declared:

It is ridiculously unprofitable to pay a compositor \$20 a week, or more, who can not write grammatically, who can not spell correctly, and who — worse still — has not brains enough to analyze his copy as a preliminary to displaying it, but it was more ridiculous to bring such a man into the trade.

IT is characteristic of Mr. Bullen not to denounce a condition without offering a remedy. And the remedy he offers is to be applied at the root of the evil. To rid ourselves of the incompetent, we must begin with the *selection* of boys for future printers. There is no other way. Mr. Bullen rightfully urges that —

The printing trade requires far more intelligence than any merely mechanical trade. Printing is a semiliterary occupation. You can not make a good printer out of a lad who is not capable of lucidly expressing his own ideas.

As printers our chief labors consist in transmitting ideas. Our work very largely consists in appeals to the minds of men and women. You can not eat, drink or wear printing, or use it to protect you from the elements. Things of the body are as necessary to the ignorant as to the educated, but the market of printing is necessarily with the educated.

With this standard of competency in view, your lads must be fairly grounded in reading, 'riting and 'rithmetic. Take nothing for granted in these qualifications.

Proficiency in the three R's does not, however, prove intelligence. No lad should enter the printing business who has not ideas of his own, and the capacity to express them in writing.

Ask the lad to sit down alone, where he will have every chance to preserve himself from stage fright, and there write out an application for employment, and a brief statement of what he hopes to accomplish by entering the printing trade. Do not hurry him. Let him write his piece two or three times over if he has sand enough to want to do so — that sort of persistency should count strongly in his favor.

#### Woodrow Wilson on Increased Postal Rates.

A tax upon the business of the more widely circulated magazines and periodicals would be a tax upon their means of living and performing their functions. They obtain their circulation by their direct appeal to the popular thought. Their circulation attracts advertisers. Their

advertisements enable them to pay their writers and to enlarge their enterprise and influence.

This proposed new postal rate would be a direct tax, and a very serious one, upon the formation and expression of opinion — its most deliberate formation and expression — just at a time when opinion is concerning itself most actively and effectively with the deepest problems of our politics and our social life. To make such a change, whatever its intentions in the minds of those who proposed it, would be to attack and embarrass the free processes of opinion. — Woodrow Wilson, *vide* "Postal Raiders and Riders."

The foregoing was written some time ago. Though events have given the paragraphs a partisan political significance, we do not print them for that reason. They are reproduced because they emanate from a student who has some claims to the appellation of statesman, and because they are a terse and convincing statement of the case as to the value of second-class mail.

#### America's World-influence on Typography.

The fourth international conference for the discussion of the relation of arts to crafts at Dresden last August developed that the American printing trade is away up in front in that particular function. There were exhibits more brilliant than the American — the dazzling art of Italy and Bohemia, for instance — but nothing compared with our display of how the canons of art are being applied by typographic craftsmen of America. The display consisted of work done by students and graduates of the International Typographical Union's Course of Instruction in Printing, which was supplemented by a stereopticon lecture by F. J. Trezise, of the staff of THE INLAND PRINTER. After the lecture, an Australian paid tribute to this effort by saying that it had exerted a wonderful influence on typographical instruction in his country.

Teaching art is necessary for the proper development of man, but our material and artistic growth will be developed much more at this state of industrial development by the application of art to craftsmanship. In that way the artistic sense of the many is quickened, and the diffusion of art knowledge aided immensely by making the artisan or mechanic an originator rather than a reproducer.

The course of instruction which made its Old-World bow at Dresden gives practical instruction such as the compositor handles in his every-day work.

Neither system nor lessons were developed in a day or a twelvemonth. They were the fruition of years of effort on the part of THE INLAND PRINTER and its good friends. Fortuitously, when we had discovered the proper educational methods and

were considering means of dissemination, the International Typographical Union by resolution expressed a desire for some system of trade education that would be supplementary to the work done in the office. The union decided to cooperate by giving such financial assistance as would permit of the course being sold at a low rate—considerably below actual cost.

We are pleased that this combination of trade-union money and technical-paper erudition should add to the laurels of American printers in the world of art-and-craft experts; but better pleased yet to know that every day the mail tells us of how the American compositor himself has been benefited by directing his latent powers and artistry into the avenues that lead to his highest development as craftsman and wage-earner.

#### The Typothetæ's Twenty-sixth Convention.

While the Typothetæ convention this year was the banner gathering in the history of the organization, it was devoid of any feature of transcendent interest to the printing public. The organization has had a steady growth during the year, and is in good shape financially. There were those who had hope that the one-organization aspiration would reach fruition. Individually and collectively that seemed to be the general desire, but for some mysterious reason no one was very hopeful of seeing a consummation of the general desire. The appointment of the committee to confer with the Ben Franklin Club people was unanimously approved, but the act did not arouse any enthusiastic expressions of hope. It is the general impression that the "Old Guard" members of the Typothetæ are opposed to any further compromise with non-members. They are proud of their organization and its achievements, and this pride finds expression in loyalty to the name. It is our hope that the desired end will not be postponed by prejudice, either within or without the Typothetæ.

The twenty-fifth anniversary marked a change in one respect from Typothetæ policies of recent years: western men were selected for the principal official positions. Heretofore the East has had such a monopoly of officeholding that the Typothetæ was looked on as an eastern organization. The change is the outcome of the continent-wide organization campaign that has been under way for the past few years, and will add to the tactical advantage enjoyed by the Typothetæ. The meeting demonstrated in a remarkable way the spirit of good fellowship that pervades the craft, for from first to last good fellowship reigned among intense pros and antis, for much of which let the Chicago Typothetæ and its exceptionally capable convention committees be praised.

#### Lead-poisoning.

The increasing interest now being taken in printing-office sanitation is inciting considerable investigation on the subject of lead-poisoning. Before the introduction of typecasting machines cases of lead-poisoning in the printing trade were considered due to careless personal habits. To what degree the fumes of metal are responsible for producing lead-poisoning it is impossible to state, as there has been no systematic attempt made to collect authentic data.

The occupation of painting is credited with having a strong tendency toward lead-poisoning. On this subject the *Pratt and Lambert Magazine* offers some information and suggestions which, though intended for painters, may be considered and acted upon with profit by printers.

The editor of this magazine says that, if used with ordinary care, lead is harmless. Long and continued carelessness is necessary to make it poisonous to the human system. It must be absorbed steadily for a good length of time before it is harmful. German chemists claim that one-sixth of a grain each day is sufficient to bring on the most violent forms of poisoning. Only when the dust from dry paint is allowed to enter your stomach in connection with food or tobacco, or is breathed through the nostrils, does lead accomplish its deadly work.

The symptoms of lead-poisoning are loss of appetite, foul breath, indigestion, headache, and constipation; then usually an acute attack of colic. A man may recover from these symptoms. If he does not return to work he probably will have no ill effects. If he returns to work the chances are he will continue being careless and eventually become a victim of chronic lead-poisoning.

The effect of lead-poisoning on the nervous system is most destructive. Paralysis is the most common result. This occurs in the muscles most used. Gradually it becomes general throughout the whole system. The primary and most common forms are "the wrist drop" and weakness in the shoulders. Often the nerves of the eye are affected, frequently resulting in blindness, either temporary or permanent. Epileptic attacks, insanity or fatal convulsions also occur.

Ventilation and cleanliness will prevent lead-poisoning. The greatest danger lies in taking lead into the system through the mouth. Keep yourself immaculately clean when you eat. Avoid lead-smeared hands and overalls. Keep clean both your body and your overalls. Wash your hands and face and change your clothing before eating. Never partake of food nor tobacco with lead-smeared hands, and, by all means, keep on friendly terms with your nail-brush.





While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

#### CASTING A TABLE — MR. HENRY EXPLAINS.

To the Editor: HADDON HEIGHTS, N. J., Sept. 7, 1912.

I see by the September issue that my criticism of Mr. Facey's article in the June number has brought forth a flood of protest.

At the time that criticism was written I was very strongly impressed with the fact that he was writing for that very large army of compositors who are *totally* deficient in the fundamental principles of table-setting. It seemed to me that his presentation of the subject would appear to the uninitiated as a maze of intricate calculation, and would tend to befog rather than clarify the subject. I had no intention whatever of saying that his method of casting a table was not the correct one, but I did feel that the subject of table-casting should have been approached along entirely different lines. It looked like using high-school methods where primary-school ones were needed.

As we are well aware, no student of mathematics can solve problems in algebra or trigonometry until he has mastered the fundamental principles of arithmetic, and, for the same reason, I felt that before a compositor could feel reasonably certain of his ground on a calculated table he should go through the same preliminary training with graphic methods of table-casting.

Such training is usually acquired through the hundred and one simple tables that come to the average printing-office, and are stepping-stones to the more intricate railroad tariffs.

It is evident that Messrs. Baley, Smith and Facey are all employed in offices making a specialty of tabular work, where the work is doubtless nearly all monotype, and where the rule cases are overflowing with point-set rules. There are thousands of offices throughout the land not so favorably situated, and where tabular work is the exception and not the rule. Such offices usually use labor-saving rule right out of the case, and tables are cast accordingly. The graphic method is the one usually employed. It is the men employed in such offices that were conjured up in my mind by his use of the word "uninitiated," and it was the feeling that Mr. Facey was not lucidly presenting his subject, and that the graphic method was the proper *preliminary* step to intricate table-casting, that led me to comment adversely on his article. It seemed to me that he was plunging too boldly into deep water to expect the uninitiated to follow him. Our diverging views were doubtless due to different conceptions of the word "uninitiated," he assuming some knowledge of the subject on the part of the compositor, I assuming none.

Since rereading his article, however, the matter looms up in an entirely different light. I feel now that I have done Mr. Facey an injustice, and I wish to commend what I previously condemned, for I am now fully convinced that

any intelligent compositor should be able to follow the course outlined.

Regarding the bulging of the table, I accept his explanation of its cause. I think he will admit, however, that had the table been hand-set with dirty type, and the calculated cast been followed literally, that the body would have been too wide for the head.

To Mr. Smith I would say that in casting the table in question for hand-setting with dirty type, I would have made the stub column an *en narrower* than an absolute cast. This would allow space to go and come on for a perfect lock-up.

I wish to commend Mr. Smith for his suggestion regarding the setting of inserts before starting the table and then lifting them into proper places. That's another good wrinkle to facilitate work.

FRANK S. HENRY.

#### THE APPRENTICE — A SUGGESTION.

To the Editor: CHICAGO, Aug. 10, 1912.

It has been highly pleasing to me to note again how largely the apprentice is looming in the craft eye. At the Cleveland convention of the Ben Franklin Club of America the capable H. L. Bullen contributed one of the most interesting features, in his paper on "The Boy." At the Chicago Typothetæ meeting the always entertaining and instructive H. P. Porter added to his reputation as an essayist when he read "The Father of the Man." These gentlemen are indeed fitted to show the way to better days for apprentices. Both have spent their time liberally in helping young men in the trade. They are men of judgment, of courage and conviction, and what they say should be accepted as true unless it be controverted. If Mr. Porter or Mr. Bullen says some things on this subject which run counter to our prejudices or preconceived notions, we should investigate anew and see if what we took to be hallowed truth is not a hollow mockery. These gentlemen are most assuredly telling us certain things that are at outs with conventional thought on the subject of apprentices. Mr. Bullen upbraided employers for their share in contributing to the making of incompetents. Mr. Porter says that a census of Typothetæ offices showed that a few years ago the number of apprentices was fewer than union limitations permitted. There were messengers, cub kids and devils galore, but they were not apprentices as either he or the union understood the term. Perhaps in this group of boys may be found the origin of the incompetent workmen of whom Messrs. Bullen and Porter complain.

President Lynch had something to say about this in his recent address to the members of the International Typographical Union. If he has not made such a hobby of looking after the interests of the boy as the gentlemen mentioned here, it must be said of Mr. Lynch that no other



union official has striven or accomplished more for apprentices than he. In his opinion the so-called errand boys get a smattering of the trade in going from office to office, and eventually are found in ranks of journeymen — so inefficient as to be a tax on proprietors and an injustice to other employees. Mr. Lynch maintains that unions are mistaken if they think that the "errand-boy classification" is a service whereby boys can be prevented from becoming competitors. "The employment of errand boys is simply dodging apprenticeship responsibilities," says Mr. Lynch. In his opinion "the proper thing to do is to abolish the errand-boy classification and permit the employment of a sufficient number of apprentices to do the work that ordinarily falls to the apprentice's lot."

Here we have the welfare of apprentices discussed at meetings of three great organizations, and in each the note is encouraging. It was the apprentice and not the special interests of the respective group that was uppermost. Messrs. Bullen and Porter said employers were at fault, while Mr. Lynch says union policy is a mistake.

We have reached the stage where the leaders are thinking about the apprentice in terms that make him the first and last consideration, allowing the consequences to take care of themselves.

This is the right spirit — the spirit of constructive statesmanship — and a conference of the three gentlemen mentioned herein would doubtless result in a code that would lead to action that would put the trade square with Bullen's "Boy" and Porter's "Father of the Man." I offer this as a suggestion, and trust that it will not be taken lightly.

A FRIEND OF THE DEVIL.

#### AGAIN "THE COUNTRY NEWSPAPER."

To the Editor: SEATTLE, WASH., Aug. 12, 1912.

Anent the article on "The Country Newspaper" in the August INLAND PRINTER, I wish to offer item one a criticism slightly adverse, and item two loud applause.

The most noticeable thing in Mr. Brenton's said writing is that he clearly knows how to run a country newspaper. The only criticizable feature of the article is the seeming indorsement of the activity by which yellow journalism has brought down upon its head the most scathing denunciation of the discerning. I say seeming indorsement, for if Mr. Brenton had used words enough to convey his own belief to the full, it is likely that he would have depicted the clarity of conviction which he has hinted at.

The sentences in question run thus: "One of the things yellow journalism did was to bring personality into the news — not the writer's, nor the editor's, but that of the average man. Perhaps you choose 'human interest' as a better term. Whatever you wish to call it, it would have been a commendable feature had it not been carried too far."

Now, it would be doing violence to the likeness of synonyms to say that "personality in the news" is the same as human interest in the story. Practically all the great newspapers of this country became renowned through the injected personality of their editors. Also, the Greeleys, the Danas, the Godkins and the McCulloughs had achieved their niches in history ere human interest in the story hove fully in sight.

In the face of all the popular puny piffle and "skimble-skamble stuff" to the contrary, personality is still the most important, most influential thing in journalism to-day. Like many a lesser light, the name of Marse Henry, whose javelins of genius-forged phrase go scintillating through

the land, does not appear on any page of his great paper, but, like those lesser lights, some of whose work soars but little lower than the Wattersonian, Marse Henry's personality still prevails and is the main thing that makes the Louisville *Courier-Journal* of wide fame.

Mr. Brenton well says that personality, or "human interest," in the news columns may be carried too far. Thereby hangs the exception wide enough for the marching through of a Lawrenceville mob. It has been carried too far. It has been carried to the anarchistic extreme of upholding mob rule in the columns of a daily newspaper in a metropolitan city — not in a metropolitan daily. When a newspaper claiming a circulation of more than sixty thousand — or any circulation for that matter — says, "If Judge Blank had enough friends of the right sort, young Gunner (the murderer of the judge) would never get a chance to be tried," then it is high time that a sovereign people were enforcing a legal definition of the constitutionally guaranteed "liberty of the press." Such "personality" in the news must receive a more drastic correction than a mere frowning-down attitude of the people.

Now for the loud applause so deserved by Mr. Brenton's article. The five features he advises for the country newspaper are all superlatively good — necessary to a modern newspaper of any valid pretensions. It is putting a strained construction on professional ethics, whatever school be the accepted authority, to say that the name of a doctor or a lawyer should be omitted from a newspaper's report of a case engaging the labor of either of the professional men. Some of the big dailies are absurdly reticent in this respect.

Of still more importance is Mr. Brenton's third feature: "Catering to the village correspondent by heading the most important item in his contribution," featuring in a "let-the-headline-tell-the-story" caption something of importance in his report. Very noticeable is the failure of most country editors to do this.

Not to review the good August number of the INLAND, let me turn back to Mr. Hobart's timely "Pertinent Query," on page 676, for the reasons, if any practitioner of the exposed weakness can state them, why any newspaper should publish such thimble-rigged statements as "Mr. Small Change paid his subscription to the *Luminary* yesterday." I have an editor friend who placards such supposititious news on his first page; and he publishes in "the State where everybody writes literachoor," too. I have referred him to said page 676.

S. ROSS PARKER.

#### PAPER YARNS.

The Textile and General Spinning Company has been formed in London, with a capital of £42,000 in preferred shares and £8,000 in deferred shares. The company has taken over P. Hellberg's patents for the manufacture of yarn and cloth from paper. All the deferred shares and £8,000 of the preferred shares will be used as payments for the patents, etc., which are transferred to the company. Deferred shares are such shares which get most of the net profit; it has not been stated in this case how the profit will be distributed. The formation of this company is interesting from several points of view, and it is hoped to become a lucrative proposition. However, such new patent industries have often not been successful.—*Paper Trade Journal*.

#### ENJOYABLE.

Miss Quizz — Have you ridden in Charley's new auto?  
Mrs. Malaprop — Yes; it was lovely. There was some osculation, but it didn't bother me a bit.—*Brooklyn Life*

Compiled for THE INLAND PRINTER.

### INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

#### GREAT BRITAIN.

ON September 10 the *London Times*, "The Thunderer," issued its forty-thousandth number.

THE great inflammability of celluloid caused a fire in a printing-office which resulted in the loss of seven lives. The material was being used on a job of post-cards.

A TABLET has been put up at Adpar, Newcastle-Emlyn, to commemorate the setting up of the first printing-press in Wales, which was done near Adpar in 1718, by one Isaac Carter.

JUDGING from the London Society of Compositors' out-of-work register, the state of trade during the summer was much better than in the summer of 1911, as five hundred fewer unemployed compositors appeared on the list this year than last year.

THE associated typefounders of England have decided upon another advance in the prices of type, because of higher metal prices, higher taxes and the new workmen's insurance law. The advance will be 2 pence (4 cents) per pound on letter and 1 penny (2 cents) on spaces and quads. The allowance for old type returned will also be advanced 1 penny.

IN criticizing the application of the factory-inspection regulations of Great Britain, the *Scottish Typographical Journal* cites from some of the examination papers given to applicants for inspectorship, as follows: "Compare the careers of Luther and Calvin," "Trace the influence of Spenser on subsequent poetry," "Estimate the work of the chief poets in the reign of Charles I., quoting occasionally," "Fishing as a pastime," etc. Those who turned in satisfactory papers upon such topics probably could be relied upon to inspect in such a manner as to find nothing wrong. Such examination papers remind one of the would-be letter-carrier for Uncle Sam, who was asked on his examination to "state the distance from Cairo to Calcutta," and who threw the paper back with the remark, "Darned if I want to carry the mail on that route."

OWING to the pernicious effects upon health incident to the work of bronzing, stringent regulations have been put in force in England with regard to the use of dry metallic powders in letterpress and lithographic printing and the coating of metallic sheets. Among the duties imposed on shop proprietors are the providing of an efficient exhaust draft or an appliance so constructed as to prevent as much as possible the escape of dust into the air of any occupied room, and that there shall be provided and maintained in a cleanly state and in good repair a lavatory under cover, with a sufficient supply of clean towels, renewed daily, and of soap and nail-brushes, for the use of all employed at bronzing. These must wash faces and hands before partaking of food or leaving the premises, and they are to wear overalls as prescribed. No employee will be permitted to introduce, keep, prepare or partake of any food or drink (other than milk or tea provided by the employer) in any part of the factory or workshop, or make use of tobacco.

#### GERMANY.

THE Hamburger Fremdenblatt has seventy-five double-magazine linotypes and fifteen monolines in its composing-room. Each machine is provided with an individual motor.

THE Württemberg Bible Society, which was founded in 1812, will celebrate its centenary with a Bible exposition, to

be held in the Royal Library at Stuttgart, during the month of October.

It is a rare occasion, indeed, when a man can celebrate the seventy-fifth anniversary of his entrance into the printing business. This honor fell recently to Herr Leonhard Burman, of Remscheid.

A CEMENT concern at Geislingen-Steig, Württemberg, is advertising *Kunstholz* (art wood) for bases for electrotypes and etchings. It is a composition, and it is claimed for it that it can be sawed, planed and nailed, also that it is proof against heat and moisture.

THE printing-trade school at Stuttgart has just issued its report for its eighth year — 1911-12. The school year opened with one hundred and thirty apprentices, apporportioned to two classes each in composition and presswork. The price of tuition is 12 marks (\$2.85), of which the employer pays one-half.

THE supreme court of Germany has now decided that matter which may not appear in advertisements, because prohibited under the law against unfair competition, may likewise not appear on letter-heads. It had been supposed that, because these did not circulate generally, there was more freedom permitted for letter-heads.

THERE was a large increase the past year in the installation of composing machinery in Greater Berlin. A recent inquiry elicited that in 1911 there were put into use 525 new machines, as against 427 in the preceding year. These 525 machines comprise 295 linotypes, 140 typographs, 26 monolines, 61 monotype keyboards and 39 monotype casters.

A "Thesaurus Linguae Latinae" (Thesaurus of Latin) is under way of publication. So far four and one-half volumes (A to Dico) have been issued; seven and one-half are yet to come, of which the last is expected to appear in 1930. The Berlin Academy and the Göttingen Scientific Society are the sponsors of this gigantic undertaking, for which a special commission has been appointed.

PRIZES of 2,000, 1,000 and 500 marks are offered for the best designs for posters to advertise the great International Book and Graphic Arts Exposition which is to be held at Leipzig in 1914 and for which extensive preparations are now being made. Information regarding the poster contest and also the exposition itself may be had from the secretary, whose address is Dolzstrasse No. 1, Leipzig.

AN inventor at Posen has put on the market a portable collapsible darkroom for amateur photographers, a contrivance which many have wished for. It is 6 feet high, covers a floor-space of 27 square inches, and is provided with door, ruby window and a shelf. Folded, it is but 3 inches thick. It costs less than \$10. Something like it should appear in American photographers' supply houses.

BECAUSE of frequently occurring disputes arising from mistakes or alleged mistakes in the sums placed in pay-envelopes, a number of German manufacturers have adopted the idea of using transparent envelopes. The pay-recipients are to verify the correctness of the contents before opening them, and in case of error must hand back the envelope unopened. Naturally such a plan can be operated only where coin is used instead of paper as a medium of payment.

A GERMAN newspaper archive has been established at Berlin by an organization of publishers, editors, journalists, writers, parliamentarians, etc. Its object is to provide a central repository where newspapers may be filed for reference, and to publish periodically a systematic index and review of such of their contents as has more than ephemeral

value, it being recognized that a mass of matter appears in the periodical press which has especial and enduring interest as political, social, economic, scientific and historical information.

THE lithographic trade appears to be in a bad way at present in Germany. Many large establishments find negative balances up to \$30,000 on their "profit and loss" ledger pages. The stocks of prominent concerns show a constant decline in value, and some smaller ones have gone out of business altogether. The causes of this untoward state of affairs are believed to be the high American tariff, the long strike of last fall, and the fact that many industrial concerns are putting in private lithographic plants. Perhaps the competition of photoengraving processes is also a large, if not the main, factor.

BECAUSE the publication of marriage and birth records in newspapers often resulted in married couples receiving the circulars of quacks who offer to sell advice and nostrums meant to prevent undesired visits from the stork, the authorities of Düsseldorf and Arnberg have arranged to prevent the newspapers from publishing information gained from the official registers of marriages and births. This would seem to be a cowardly provision, as if married people could be protected from such inflictions only by their sneaking into cellar of obscurity. The marriage and birth, as well as death, notices are a feature in newspapers which many readers are interested in as pure news, and they should not be suppressed because of possible misuse.

THE inventor of Volapük (the first prominent world-language)—Prelate Martin Schleyer—died at Constance, August 16, aged eighty-one. Originally a priest, his weak physical constitution made him retire from active duty as such at a comparatively young age. He was a great student of languages, and is said to have gotten a thorough insight into twenty-five European, Asiatic and African tongues. In 1879 he issued his first literature about Volapük. This language was a wonderful structure, and had a large following at one time; but, while its grammar seemed very simple at first glance, it was complicated by the number of affixes and suffixes. About one-third of the root-words were taken from English, and one-fourth from Latin. Prelate Schleyer left a large collection of unpublished manuscripts.

A SUIT is pending in the courts against a Westphalian publisher, in which damages are asked for "corporeal injury by means of a newspaper article." It appears that the plaintiff became so excited and angry over an article which criticized his conduct as a city official, that this reacted upon his health and put him in such a condition that he could no longer attend to his work and had to be retired on a pension. He now wants to be paid 45,000 marks (\$10,710)—this representing the difference between the salary he would have received in eighteen years and the pension he will receive in the same time. The case has been before several courts, and lawyers and judges are much at sea as to the justice of the demand. Should final judgment be given against the publisher it would make a precedent for a horde of prosecutions of a similar nature; even persons who were deleteriously affected by reading of the sudden death of some relative or loved one might take advantage of it. Editors would have to speculate over each news or other item as to whether it would be likely to injure any reader's physical or mental health.

## AFRICA.

AT Abusir, in Egypt, according to a correspondent of the *Leipziger Tageblatt*, there was recently unearthed a

papyrus which was found to be the remnant of an encyclopedia, dating back to Grecian antiquity. This find shows that the idea of an encyclopedia of general information had birth much earlier than was generally supposed, the earliest hitherto known work of this sort dating back to about A. D. 600.

THE most peculiar shape in which the Bible was ever produced is the edition in the Uganda language. It is 7½ centimeters (3 inches) wide by 7½ centimeters thick, and rather long (upon this dimension exact information is not at hand). It seems the greatest enemies of books in the central parts of Africa are the termites, which insects eat all paper that is not carefully protected. In these districts biscuits (crackers) are a favorite edible, especially a certain imported sort which is vended in square tin cans. The idea was chanced upon to use the emptied cans as receptacles in which to preserve books from destruction, and hence the Bible was shaped to fit them.

## RUSSIA.

THE printers' union of Lodz, Polish Russia, has decided to purchase a piece of ground at Rabien upon which to erect a printers' home for invalid members.

AN interesting exposition of Russian printing, held at Moscow, which closed on September 13, displayed in sixteen rooms all books, brochures and periodicals that were printed in 1911. The books were shown in five classes—religion, science, literature, art and reference works—and totaled 32,360 examples. This output represents publications in fifty-three languages; seventy per cent of them, however, are in the Russian and twenty-five per cent in the Polish, after which follow in order of percentage those in the German, Hebrew, Lithuanian, Estnish, etc. Much was also printed in Oriental language, to which a special room was devoted. Especially interesting was the collection of Russian schoolbooks, in two thousand specimens, of which about nineteen million copies were printed.

ON October 27, 1904, during the siege of Port Arthur by the Japanese, an eleven-inch bomb fired by the enemy totally annihilated the office and employees of the *Nowij Krai* (*The New Land*), a paper which was started shortly after the Russian occupation of Manchuria, being printed first at Dalny and then at Port Arthur. The bomb put an end to its publication, and its very existence might have been forgotten had not several subscribers saved their copies. A Russian bibliophiles' magazine states that 550 rubles (\$283) were recently paid for a complete file, of which the last numbers, owing to the difficulty of procuring white paper, had been printed on wrapping-paper. Two other files, which lacked three or four numbers, are estimated as being worth 300 and 250 rubles (\$155 and \$129).

## NORWAY.

ACCORDING to the statistics of the Norwegian Central Association of Printers (the employees' union), there are in 62 places in this country 336 printing concerns. In use are 55 composing machines, 486 cylinder and rotary presses and 550 platen presses. The union has 2,576 members, including 737 females. Of nonunion printers there are 574. The strongest local branch is at Christiania, which has 1,391 members; the next strongest is at Bergen, with 249 members.

## JAPAN.

WHEN the late Mikado came to the throne not a single newspaper was published in Japan (according to the London *Daily Chronicle*), although broadsheets were issued and hawked about the streets when anything of interest occurred. Now, over sixteen hundred daily, weekly and



monthly publications appear in this country, thirty dailies being issued in Tokyo alone. The founder of the first Japanese newspaper—*Nisshin Shingisha*—was William Black, an English resident of Yokohama. His example was soon followed by an enterprising native, who started the *Shimbun Zasshi* at Tokyo, the funds for it being furnished mainly by the Empress, who has always taken a keen interest in the spread of education. One of the curiosities of contemporary journalism is the *Japan Times*, which is written in English by a staff composed exclusively of natives, and set up by native compositors.

## ITALY.

THE complete set of Joseph Pennell's lithographs shown in the Senefelder Club's collection at the International

recently condemned to a month's imprisonment for publishing an article in which he advocated sabotage as a help in fighting labor's battles. This well-deserved punishment might have been even more severe.

## CHINA.

THE revolution resulting in giving this country a president in place of an emperor gave occasion for the starting of a large number of new journals, of which there are twenty-four in Shanghai alone. On the other hand, the number of compositors has not increased in a similar ratio. They formerly earned about \$12 a week, while now they get \$24. (No doubt these figures are based on a silver currency, as they seem high.) The compositors have formed a union and, it is said, intend to strike for still



"THREE STICKS FULL OF WELL-BALANCED SOLID MATTER."

Photograph by H. E. Saunders, Toronto, Canada.

Exposition at Venice has been bought by Baroness Angela Reinelt, and presented to the Venice Gallery of Modern Arts.

THERE are said to be 2,300 printing-offices in Italy. Rome alone has 120 graphic establishments. As a contrast it is remembered that in April, 1812, a hundred years ago, the Viceroy of Italy ordained that in the twenty-four departments of Italy there should be permitted but 150 printing-offices.

## SWEDEN.

THE trade school for printers at Stockholm, which has hitherto been supported by private contributions, will for its coming term receive generous aid from the city's treasury.

THE editor, Nils Wessel, of the *Svensk Typografitidning*, the organ of the Swedish Typographical Union, was

higher wages, which they feel sure of getting, because of the lack of sufficient composing-room help.

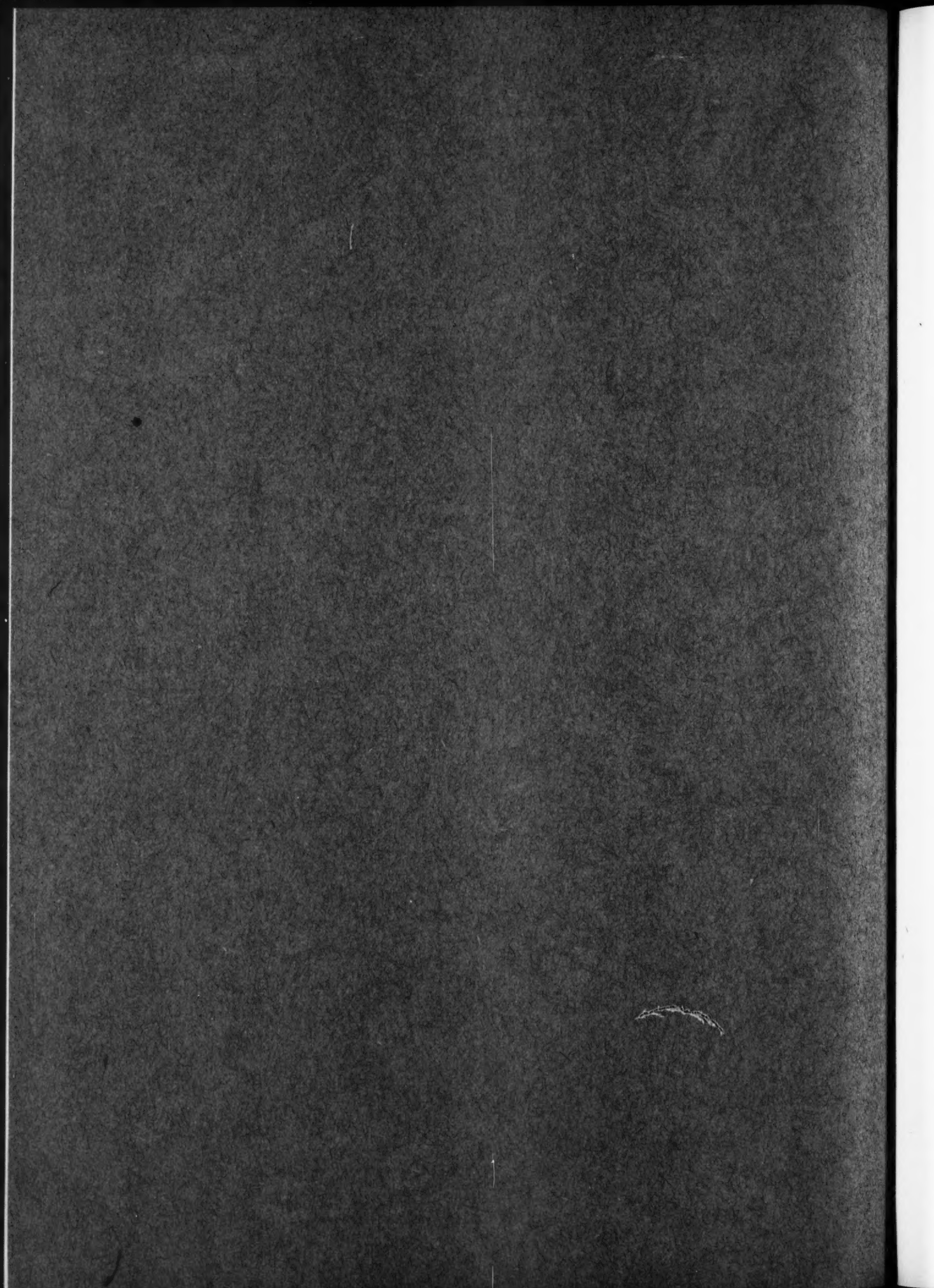
## FRANCE.

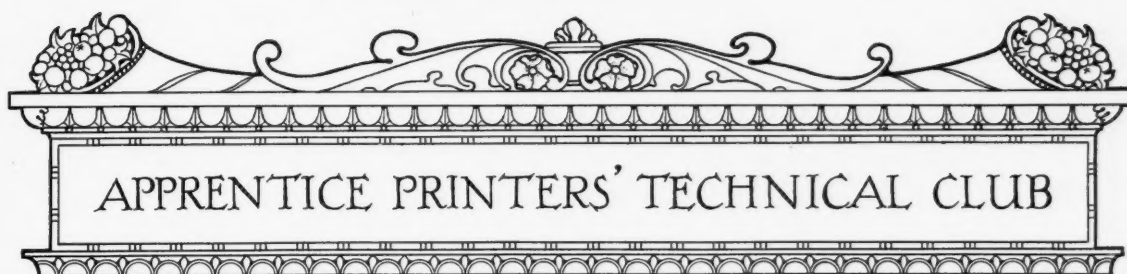
A LAW, passed by the Chamber of Deputies and now before the Senate, seeks to prevent the spoliation of landscapes by fixing a high tax upon signs and poster-boards along the railways. The rate is 50 francs (\$9.70) per square meter per year for posters and signs under 6 meters long, 100 francs (\$19.30) for those from 6 to 10 meters long, 200 francs for those from 10 to 20 meters long, and for still longer ones 400 francs per square meter. The traveling public in the United States would certainly favor a like prohibitory tax in their country. Most of such signs are not only unsightly, but violate the language in wording and spelling, and especially in their punctuation.





Black-corned blueberries from Maine. Picked and packed by the  
Zesse-Wilkinson Co., New York city.





NO. XXIII.—BY W. E. STEVENS.  
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

#### Indenting—Spacing—Leading.

Now we come to one of the most important subjects in connection with composition—that is, indenting, spacing and leading of type-matter to produce the greatest legibility. First let us take up the question of indentions.

Indentation means the setting in of a line or lines for the purpose of calling attention to changes in thought or subject, or for emphasis. To indicate such changes early printers used characters called paragraph-marks (¶ or ¶). Even now these characters are used for paragraphing purposes, but mainly for their decorative quality.

Ordinarily the first line of every paragraph is indented one em of the type-body used, but in wide measures the indentation is increased. We may safely say that one em can

stand out in front of the reading matter, we are told.

The eye is attracted and irresistibly carried toward it even when trying to read the matter

FIG. 109.—Unsightly opening often seen in wide-leaded matter.

be used for all measures up to and including eighteen picas; one and a half ems from nineteen to twenty-four picas; two ems from twenty-five to thirty picas, etc. This applies to the use of ordinary body-type sizes and not to the sizes above twelve-point nor below eight-point. In these the small sizes will take more indentation than is given herewith, and the large sizes will take less.

In leaded matter, especially where two or more leads are placed between lines, it is often desirable to allow more

to stand out in front of the reading matter, we are told.

The eye is attracted and irresistibly carried toward it even when trying to read the matter

FIG. 110.—Resetting of Fig. 109, showing overrunning of matter to cover indentation.

indentation than where the type is set solid or single leaded. In such cases the compositor often gets into difficulties, as shown in Fig. 109. The unsightly opening between lines should and can be avoided by overrunning or spacing back the last lines of paragraphs to cover the indentions—see

Fig. 110. It should be an iron-clad rule that the word or words in a break-line well overlap the indentation space of the paragraph line following.

When setting quoted matter some printers make it a rule to line up the first letters of each paragraph; that is, the quotation-marks are included in the indentation, as in Fig. 111. One em, however, should be the minimum indentation; the paragraph lines not quoted should be further indented if a line-up is desired. It is questionable whether

In talking over the matter with this man a short time ago, he said to the writer:

“Practically every large city is overequipped, and practically every small place has a chance for a man to buy in, and with one-half the energy he uses in

FIG. 111.—Showing one way of indenting quoted paragraphs.

this is good practice in straight matter, but in poetry the effect is undoubtedly to give a neater typographical appearance.

A style advocated by Theodore Low De Vinne is not to indent the first line of paragraphs that have enough white space above to make them distinctive as new subjects or paragraphs. This idea is illustrated in Fig. 112.

Another style of indentation is the hanging indentation. In this the first line of a group is set the full width of the

16                      *The Coming Cost Congress*                      B.F.C.

New York city was chosen as the next meeting place and the date was set by the executive committee.

#### THE MACHINERY EXHIBITION

The printers' machinery and supplies exhibition will also be held at the Duncanson House. At this time twenty concerns have secured space for exhibits.

There is ample space for twenty more exhibitors.

#### ENTERTAINMENT

Some of the entertaining features are: An automo-

FIG. 112.—No indentation of first paragraphs.

measure, all the following lines being indented. Ordinarily these lines are indented one or one and a half ems, but in wide measures and wide-leaded matter two or more ems



are used. Two ems may also be used for very small type sizes set in ordinary measures.

This style of indention is employed where there are many short groups or paragraphs, each beginning with a word or words that should "stick out" — as in dictionaries, directories, price-lists, etc. See Fig. 113.

#### Spacing.

When spacing out words or lines one must always consider the type-style — whether it is regular, extended or condensed — width of measure and amount of space between lines. These considerations govern spacing. Ordinarily the three-em space is the basic space to be placed

*Miehle Press* — A flat-bed cylinder press invented by Robert Miehle of Chicago. It is made in several styles and sizes — a two-roller pony, a two-roller and four-roller book and job machine, etc., also

FIG. 113.— Showing a hanging indention.

between words in straight composition, but in wide measures or in wide-ledged matter, or when using extended type, the en quad is used as a basis.

An inexcusable error often seen in the printed page is that of wide spacing between words at one side of a line and thin spacing at the other. This produces a broken-up, uneven effect which to the most casual observer of printing is displeasing.

The compositor should take pains to show equality in the areas of space between letters and words, and not to space out regardless of the construction of the letter forms. By areas we mean the open spaces between letters, which spaces vary, of course, according to the irregularities in the shapes of different characters. We find greater areas of space between the letters AL or kw than between the letters HI or li. Between a word which ends with a rounding (o, e, c) or angled (y, w, v) character, and a word which begins with such a character, less space may be placed than where the elements in these ending and beginning letters are perpendicular, as d, l, b, h, t, p.

Good places to decrease space is after irregular characters like ., ', that take up very little of the body.

To illustrate this idea of proper spacing we have prepared Fig. 114. The first two lines are spaced throughout

All her early work will be saved, and the  
examples which show variety will be

All her early work will be saved, and the  
examples which show variety will be

All her early work will be saved, and the  
examples which show variety will be

FIG. 114.— Showing where space between words may be decreased or increased, according to the letter forms.

with three-em spaces. In the third and fourth lines four-em spaces have been placed between rounding and angled forms, with a five-em space after the comma. In the fifth and sixth lines en quads have been placed between perpendicular forms. Upon close examination these changes

can be seen, but they are much less objectionable than where the decreasing and increasing of space is unsystematic.

As to the question of spacing between words of extended or condensed type, we show in Fig. 115 (a) a line of each type-style, and between all the words three-em spaces have been placed. It will be seen that the condensed line seems too open and the extended line too crowded. Then, in (b), the condensed line has been spaced with four-em spaces and the extended line with en quads. Note how much more pleasing and legible the lines are.

The discerning student will of course recognize that a decision

**The discerning student**

(a)

The discerning student will of course recognize that a decision on

**The discerning student**

(b)

FIG. 115.— Incorrect and correct spacing between words of condensed and extended type.

The results of the regular monthly contest held for apprentice members of Denver Typographical Union, No. 49, were as follows:

First Place — Otto Stockmar, with the Great Western Publishing Company.

Second Place — George W. Johnson, with the Williamson-Haffner Company.

Third Place — Ray Hemstreet, with the Union Printing Company.

We reproduce herewith the first-place entry and also show a resetting which we believe to be an improvement on the original design.

New York  
Clothes

— and —

Knox  
Hats

The best, most moderately priced, quality considered. Needs no further alluring remarks to influence trade.

**The Braman Co.**

Corner 16th and California Sts.  
DENVER

Being agents for

Alfred Benjamin Co.

New York  
Clothes

and

Knox Hats

The best, most moderately priced, quality considered.

Needs no further alluring remarks to influence trade.

**The Braman Co.**

Cor. 16th and California Sts.  
DENVER

Being Agents for

Alfred Benjamin Co.

Prize-winning advertisement, set by Otto Stockmar, in apprentice contest conducted by Denver (Colo.) Typographical Union. Resetting at the right.



## Most Important Questions Confronting Printerdom

Under this heading, from time to time, THE INLAND PRINTER will present opinions of its readers, in an endeavor to concentrate thought upon the important problems which must be solved sooner or later in the general upward trend of the printing trades.

### MAKING OF PRINTERS THE BIG PROBLEM.

BY HARRY W. LEGGETT, OF OTTAWA, ONT.

SINCE the apprentice of to-day is the master printer of to-morrow, the greatest question confronting printerdom is his education. Comparatively few master printers possess the necessary qualifications successfully to run so complex a business as ours, and if the future is to produce more capable men we must start with the embryo printer. Not only his trade education, but also his preparatory-school training, must be considered.

Much depends on the boy himself, but I think it a grave mistake to apprentice any who have not had at least a common-school education. It readily will be admitted that our youth, as a whole, educated and uneducated, take a deep heart interest in baseball and other sports. The uneducated lad easily assimilates sporting knowledge because it comes to him with little effort. Printing requires more, and he is not equipped to meet it. His hands are not sufficient in themselves alone, no matter how clever.

The firm of R. R. Donnelley & Sons, Chicago, has, I think, adopted a correct solution of this very difficult question by establishing in connection with the works a school for apprentices. The boy is given academic and technical instruction at the same time, and must come into the school a grammar-school graduate. This idea, however, can only be worked out in a very large plant like the one above mentioned, but it is very worthy of emulation by similar large plants.

To the earnest youth the last few years have brought within reach a few golden opportunities open to all. I would like specially to refer to the I. T. U. Course. It is encouraging to know it has met with such success, and has accomplished so much in a few years. Again, THE INLAND PRINTER has, by devoting a section to the apprentice, handed out a great big chunk of encouragement; and it is encouragement that is needed. The beginner could not in any shop get in three years the information contained in the last few issues. Technical schools have been opened in a few places, but help out only a limited few. They will grow and have a wider influence, but they are at present far behind those of England and Germany.

The formation here and there of apprentice clubs is a hopeful sign: it evidences a desire of the apprentice to better himself. It has occurred to me that a magazine, at a nominal price, and devoted exclusively to the apprentice, might be a splendid thing for the near future. The beginner can ill afford himself to subscribe for the trade-papers, and depending on the generosity of the boss or foreman to lend him the office copies is a very uncertain way of getting information. I have recently put in my library for the benefit of my young daughter "The Book of Knowledge," in twenty volumes. This is written in language so plain and simple as to be easily understood by any youth; yet it talks in an entertaining way of many complex things. So should a magazine for the apprentice be written.

The responsibility for at least the technical education of the apprentice must rest somewhere. Where does it lie? It lies with the typographical union and it lies with the employing printer. Nothing is gained by the one delegating it to the other. The typographical union has in a measure realized this: witness the I. T. U. Course. Some employing printers have realized it: witness the Donnelley scheme. Both are but beginning to do their duty. It also lies with you and me as individuals. We can help him in many ways, if we will, to the starting point of success—heart interest in his work.

If we can properly train our future printers, the ascertaining of costs—now a "bugaboo" to most printers and by many considered the greatest question confronting printerdom—will be a "bugaboo" no more. It will be part of his education. Fair prices will prevail, and competition will be based on quality and service. These will be nearer the hundred-per-cent kind than they are to-day.

### ARTIFICIAL LIGHT.

BY ROSCOE SCOTT, CLEVELAND, OHIO.

YOU may be inclined to accuse me of bias if I make the statement that the most important problem before the American printer to-day is the problem of artificial illumination. From what I know of your attitude on this subject, however, I am sure that you will agree with me when I say that the lighting problem is one of the most important ones confronting the trade to-day, and in this opinion the majority of printers will concur.

Nor is this feeling confined to the United States. The writer recently picked up copies of two comprehensive papers on the Illumination of Printing Works, which were read on April 23 at the Royal Society of Arts in London. Perhaps some of the broad conclusions arrived at by the authors of these papers may be of interest to readers of THE INLAND PRINTER.

Mr. F. W. Goodenough, the author of one of the papers, is chairman of the British Illuminating Engineering Society and is an expert illuminating engineer. He studied in detail the illumination at the Solicitors' Law Stationery Society, at Messrs. Cassell & Co.'s, and at Eyre & Spottiswoode's, large English printers, and took many measurements of the illumination on composing-frames, printing machines, ruling-machines, linotype machines, stones, etc. He states that "The illumination of composing-frames is probably the most important aspect of printing-works lighting. The work that is performed there and on the stones demands a high visual effort, and, therefore, good and suitable lighting. . . . It is probably more important that the illumination of the stones should be well done than is the case with the composing-frames, because in the latter instance the work is largely of a mechanical nature. Owing to the type being arranged in a definite and well-known order, a compositor can find the letter he wants without looking for it. On the other hand, the final correction of the set-up type is done on the stones. This,

undoubtedly, requires high visual effort, and, therefore, good illumination is necessary."

Mr. J. Eck, M.A., the author of the other paper, brings out the point that "presses for two and three color work need not only good illumination of not less than 5-foot candles, but attention must be paid to the spectrum of the light resulting from the source used, in order to obtain the best results." In this connection it was interesting to see one leading journal using in a pressroom the combined light of an inverted mantle gas lamp and a tungsten lamp to secure what the printer called a "tolerable makeshift for arc lamp light." In the majority of cases colors could not be matched for either tint or depth of color by the artificial light used, with the result that if a color ran out after dusk, the machine had to stand until the next morning.

In connection with Mr. Eck's remarks it is pertinent to observe that the problem of securing a suitable artificial light to enable printers to distinguish and compare accurately the colors of proofs, etc., has now been solved by the invention of a device known as the "Truetint," respecting which full information can be obtained from Herbert E. Ives, Ph.D., Cleveland, Ohio.

The writer, who had the pleasure of contributing articles on the Artificial Illumination of Print Shops in the February and March, 1912, issues of *THE INLAND PRINTER*, has recently received a communication from the Syndicated Union of Master Printers of France, asking for detailed technical information on certain points contained in the articles just mentioned. This indicates, I believe, that European printers have a spirit of true progressiveness in this thoroughly practical matter of securing efficient illumination. Certainly it is a question that deserves earnest consideration, and it is my personal opinion that a symposium of opinions on the subject of print-shop lighting, conducted in these columns by practical printers, should be productive of a great deal of good.

#### DOES THE APPRENTICE EARN HIS PAY?

BY H. V. BERRY, CLIO, MICHIGAN.

ONLY a few weeks ago the writer read an article in one of the leading trade journals in which the assertion was made that "An apprentice does not earn his pay for the first three years at the trade." The writer of this article deplored the fact that he could not secure competent workmen in sufficient numbers, and from the above quotation it is small wonder that he can get any competent workmen. The employer who holds such a pessimistic view of conditions can only blame himself. If he can not make a competent workman out of a boy who is bright enough to be accepted as a candidate for apprentice, in three years' time, he is not doing his duty as an employer.

The writer has trained a number of boys in the rudimentary principles of printing, and every one of them is making good in the city shops. An employer when he is about to start a boy at the trade should do a little investigating before indenturing an apprentice. Ascertain his standing at school and find out how he is regarded about town. Does he spend his leisure time on the street with the rest of the young bloods who sport highly colored hose and affect the manner of swells? If he does, put a long, blue mark on his name so far as a printing-house apprentice is concerned, for he would not repay the time spent instructing him. It is generally the studious, quiet fellow who makes the best material to mold into a printer; one who will take care of material and eventually make the

workman who can get a place anywhere and whom an employer will be proud to claim.

In our experience as an employer, and as an employer of labor for others, we have found that, all things considered, the country-bred printer or two-third is better material, so far as the technical part of the printing business is concerned, than his city cousin. The country apprentice has a more intimate knowledge of the different kinds of work, while the apprentice in the city is too often given a special task at which he may or may not be best qualified, and kept there. As a consequence, when he strikes out and applies for a position in another shop, he is asked what he can do. Too often he makes the broad assertion that he "can handle anything," and fails miserably. Then there is another hunt for a workman who can make good.

This is one of the greatest evils to be solved by the printing trade to-day, and it is up to the employers themselves to work out a cure. The work of the I. T. U. Commission and the leading trade journal—that is, *THE INLAND PRINTER*—is having a wonderful effect on the coming generation of printers, but there remains for the employer a work which he, and he only, can best do. Employers, get acquainted with your workmen! Cultivate the acquaintance of your apprentices particularly. Explain to them the benefits to be derived from a careful study of the trade journals, and try to get them interested in the course of instruction in printing under the auspices of the International Typographical Union. You will both be gainers. Application and study of printing as done in modern shops and by modern methods will give you workmen who have the "know how and why" of the game, and will ultimately give you a better product. This means better prices.

In a recent *INLAND PRINTER* we noticed an article in the correspondence department from a country shop in Missouri, stating that they had two boys just out of high school operating on machine, but they did not understand how to handle copy, punctuate, etc. Reply was made to this correspondent that it was a rather risky chance to let two boys operate and take care of a machine which cost in the neighborhood of \$2,000. We beg to differ with the editor of the department. We have a boy in our shop who has been at the trade just one year and five months who can, and does, do as much and as good work as any operator we have been able to hire at \$20 a week. The writer is an operator-machinist himself and has taken special pains in the instruction of this apprentice in both machine work and hand composition, and in either of these he is far above the average "jour."

An apprentice who has taken a thorough school education up to and including the first year in high school will repay any employer the time spent in his proper education. Get the apprentice interested in the art side of the trade after he is a competent worker in the mechanical part of the work. Place a copy of *THE INLAND PRINTER* in his hands and explain to him why you are doing it. Let him study the work of other craftsmen from the reproductions in the magazine each month, and he will gradually absorb much of the good typographical methods as used by men who have become artists through just such study. Years ago we had an employer do this very thing for us, and we never look back to those days without a kind thought for "the old man" and what his present of a year's subscription to *THE INLAND PRINTER* meant to us.

We do not wish to be understood as saying that apprentices should be taught how to operate machines. The International Typographical Union has wisely provided for this, and we heartily agree with that body that apprentices

should serve their time before they should attain to this highest skilled department of the modern printing-office. The case I have mentioned is the result of our inability to keep a competent extra man in a small town, and for our own salvation we were obliged to "break in" a helper on the machine. The question under consideration is: Does it pay to give the time and expense necessary to teach an apprentice? We have found that it does.

### "GIVE THE DEVIL HIS DUE."

BY A. ERNEST MOWREY.

"WHAT do you consider the most important factor in the printing business?" The question was asked me some time ago and, almost without hesitancy, the words sprang from my lips: "The apprentice."

I will tell you why, in my opinion, the question of the apprentice is of utmost importance. Does anything exist which is not composed entirely of individual or elemental parts thereof? We speak of the world at large as of one great, collective body. Yet there would be no world were it not for the fact that each individual, no matter how obscure, contributes his small share to make the great human family—the world. What are all great fraternal and religious orders, political and mutual organizations, but a multitudinous collection of masses composed wholly of individuals?

Is there any reason, then, why the printer's apprentice should not be regarded in the same light—as a unit, a factor, in our great industry? Nothing is perfect, they say. But we are striving to place our trade, our art, on the proper rung in the ladder—which, by the way, is at the top—and it seems to me it is up to us to try to make better workmen and artists out of the coming generation to take up the fight when we shall have passed on.

"Like as a father pitieth his children," so should we be ever thoughtful and considerate of the apprentice under our tutorage.

There once was a man, a really great, big man, though he was but five feet ten inches in stature, and not over one hundred and fifty pounds in weight, whose custom it was on entering his shop every morning to bow most politely to all, the "devil" included. In other shops it was the same with him—always the polite bow and courteous greeting accompanied him. And often it seemed that the "devil" came in for a larger share of this gracious thing than the others—his superiors. This great man was a master, a phenomenon, a veritable mammoth in the art of printing, but he was universally regarded as a very peculiar man.

When asked one day by one of his men why he treated "even the devil with such profound respect," this master printer replied: "Ah, who knows—in one of them there may be lurking the making of a great man."

One morning, in performing his customary "ceremony," the master noticed that his apprentice was missing. About fifteen minutes later a gentle hand was laid on his arm, and, turning, he confronted his apparently greatly humiliated protégé.

"Sir," said the latter, "I guess it's up to me to quit the job. I hate to think of leaving here because—because—"

"What's the trouble, my son?" was the master's kindly inquiry, using his favorite appellation.

Reluctantly the youth finally confessed that some of the men had practically compelled him to clean their spittoons—but discreetly he withheld mention of any names.

(Which latter fact greatly increased in the heart of the master his appreciation of his scholar.)

"My son, I do not chew the weed and neither do you. It is a filthy habit. But even if I did, and you did, I would feel that we should each clean up our own swill."

And so it came about, in that office, that the "devil" was not obliged to be every one's slave, to have a "dirty, mean, hell of a time," simply because he was the "devil." It came to be an established fact that he was entitled to some consideration at the hands of his superiors.

It is but a glimpse into one of the many hundreds—thousands—of print-shops of our land where working conditions are very much the same—until the hand of System steps in and reforms things. The apprentice comes in for a mighty scant allowance of consideration from the men above him. Too many bosses—that's just it! He is obliged to come fifteen minutes to half an hour earlier in the morning than the others in order to have sufficient metal on hand for the linotypes, sweep out, start the fires (in many shops) and get the morning mail from the post-office. (A pretty good fifteen minutes' to half an hour's work.) But scarcely has he reentered the door with his arms full of mail when the city editor comes along and orders him to get a letter off on the 8:05 car. On his return, before he has finished removing his coat and hat, the operator from No. 1 rushes out with instructions to get a machine belting at the music store, and—away, he's off again.

When he gets back, it is now 8:30. The proprietor, who has come to work a little ahead of time (—?—!—?), sees him rush by and yells to him: "Say, Dan, I've been looking high and low for you! Just getting around?" But Dan replies in the negative, which same seems to have no effect whatever in calming the boss' irritability. "Take a run down to the engraving company and see what the damnation is holding back those plates I ordered four days ago!" And away goes Dan once more!

On his return he is next met by the advertising manager, who sends him to Smith & Jones (with a rush, of course) to get copy for an advertisement.

Once more, on his return, he is about to remove coat and hat and attend to his metal, which is now ready to pour. But the ad-man rushes up with a proof and says: "Here, Dan, proof to go to customer right off!" And before Dan has time to remonstrate the ad-man is gone.

Dan appeals to one of the older boys who has passed the "devil" stage. "What d'ye think I am?" snarls the ex-"devil." "Do yer own work! I've passed that!"

Dan is nonplussed, but, rather than let the metal burn, he attends to it first and the customer's proof second. But as he is pouring, the proprietor-boss comes out with a rush and storms: "Where the damnation is that proof? Customer's waiting to leave town! Now beat it!"

But, in the meantime, something like seventy-five pounds of good lino metal has been utterly spoiled. When approached about two weeks later by the operators to buy more metal, the proprietor flies into a rage and asks: "Where the damnation is all the metal a-going to?" Dan is interviewed. But, fearing to lose his job by confessing to the truth that it was burned, although through no fault of his own, and thereby inciting the "boss" to still greater fury, he yields to the temptation of the little green-eyed monster, "Falsehood," and in a short time finds it comparatively easy to give any one the lie when conveniently necessary. (—?—!—?—!—?—!!) (The beginning of a great man (?—!—?—!!)).

Nothing has been said about his connection with the jobroom, where, really, he is expected to learn his trade.



I might go on and fill a volume about the hundred and one things a "devil" is expected to do in a single day—in some offices. A few words, however, should suffice, and, brother, let us allow them to sink into our hearts, our souls, our minds. "Consideration—both for the other fellow and yourself!"

In closing, let me tell you what the pupil of the great man, the master printer, the once-obscure "devil" but now also a great man, said:

"I was born of very poor parents and when thirteen years of age was obliged to help support the family. Mr. Blank took me into his print-shop and there taught me what it really meant to have a friend. He taught me more than I could have learned in school—in the same time. A mighty hard time of it I had, though, with everybody for a boss, until finally one day my benefactor put a stop to the abuses to which I was subjected and succeeded in systematizing the place. After that it seemed I learned things so much easier. I fairly felt myself going ahead with leaps and bounds. Whenever I made a mistake he would look kindly down upon me and say: 'You're not expected to know it all, my son. Try it again, and next time you will do better.' He also used to tell me: 'My son, they say great men are molded out of faults.' I did not fully grasp the meaning of it all then, but I have since. I feel that I owe all that I am and all that I know to Mr. Blank, for he gave me the rudiments of life and taught me how to prepare for the 'rainy days' of life. I would that our trade knew more of such men!"

Consideration for the other fellow! Then systematize!

#### "KNOW IT ALL" THE STUMBLING-BLOCK.

BY L. J. HUMPH, SCHENECTADY, NEW YORK.

PRINTING is an art, and it must be fostered as such. The question confronting us to-day is the cost and profit. Success in the printing business depends upon up-to-date machinery, good workmanship, fair prices and prompt delivery. From the days of Benjamin Franklin down to less than a decade ago the printing business was conducted somewhat on the "loose-leaf ledger" plan—that is, most of the leaves were loose. Here and there a man in the business, sometimes practical and again a speculator, had the business instinct or training which made him competent to conduct his business upon a system which took care of the income and outgo, having a care that the difference between the two remained with him. But a little less than a decade ago there was a revival of the dormant senses in the printing business which seemed to spread universally. Whether or not the suddenness of the awakening among printers to change the settings of their pegs in the management of their affairs, in order that they should be better paid for their investments and their labors, has given to the stir among them the appearance of specialized activity as compared with other manufacturing lines, it must be said that in no branch of the industries has there been a greater awakening in the same length of time than among the printers.

There entered into this movement the spirit of cooperation for sounder business methods, through the exchange of information and opinion on that all-important question, the cost, and it must be admitted that great good has resulted, and yet it is plain to the careful observer that there is still lacking in the policies which direct many printing-plants the highest essential to success in the business.

For profit in the printing business there must be authority at the helm, and a rule for quality and quantity must

prevail. If a printing-plant is conducted under such a carefully distributed system there is never a loss on any single job turned out. A plant that is run upon a haphazard plan, always looking upon system as a complicated and expensive element and stubbornly refusing to spend money for that kind of insurance against loss, will never be successful. Modern machinery, type, etc., a skilled force of operators in harmony with the office and a practical system that will take care of every job that is done from the bid to the delivery and collection, are absolutely essential to success.

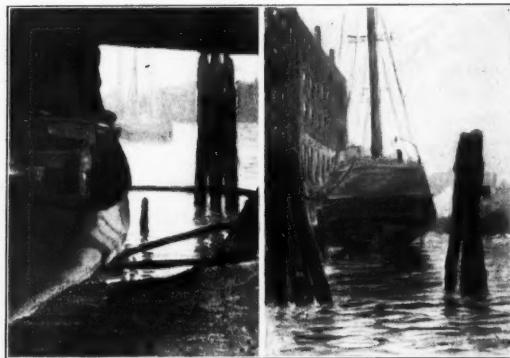
Some printers are unsuccessful because they will jog along with old, worn-out equipment, others because they would rather fight than figure profits, and still others who know nothing of system except finding fault.

It is absolutely necessary that every machine, all tools, types and materials should be as closely as possible adaptable to the work required, and the employee should be quite as adaptable as the machines, types, tools and materials he handles. The proprietor of a dilapidated print-shop, with old, worn-out machinery and type, has a poor chance with his neighbor who is equipped with up-to-date machinery and competent men.

The most important adjunct to-day is the linotype. No office is complete without one, provided, however, the machine is equipped with all necessary parts and is working every minute in the day. There is a lot of misconception with regard to the cost of machine composition. It costs a great deal more to produce than most printers imagine, even though they have been operating machines for several years. In the first place, there is the investment. Even in a one-machine plant the initial outlay is easily \$4,000. True, the machine itself costs a little less, but when the extra molds and matrices, magazines, metals and other things are bought, freight and installation charges paid, and the machine is ready to begin work, the average investment is a little less than \$4,000.

It is, therefore, plain that cost and profit is the question to be considered. The movement for the improvement of conditions in the printing business has done much good, but the blunders committed by the small printer, who is usually looked upon as a "back number," and who is unable to pull himself out of the rut into which he has worked himself gradually, are so universal and deep-rooted that the task of bringing prices up to a proper and businesslike level will require a long campaign of education.

The greatest stumbling-block to better education in price-making is the prevailing conceit of some printers, that they "know it all."



ON THE CHICAGO RIVER.

Drawn by S. J. Kennedy, Palette and Chisel Club.





This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

#### **Pebbling Machines.**

(1303) "Please give us names and addresses of concerns that make pebbling machinery."

*Answer.*—Fuchs & Lang Manufacturing Company, 29 Warren street, and Dunning Brothers, 9 Murray street, both of New York.

#### **Pen and Wash Drawing.**

(1301) "We would be pleased to learn the address of a journal relating to pen and wash drawing for engravers."

*Answer.*—We do not know that any such journal is published. It may be that some reader can direct you to the proper source for literature bearing on this subject.

#### **Rare Metals.**

(1307) "Will you please give me the name of some firm that handles metals such as bismuth, cadmium, mercury, etc., as I wish to obtain some for experiment?"

*Answer.*—A. Daigger & Co., 54 West Kinzie street, and E. H. Sargent & Co., 125 West Lake street, both of Chicago.

#### **Fashion and Pattern Electros.**

(1295) "I would thank you for the name of some concern in the United States that supplies electros of patterns and fashions—such as are used in a number of magazines."

*Answer.*—Peerless Pattern Company, 221 Fourth avenue, New York.

#### **Stock Advertising Plates.**

(1309) "Will you kindly furnish me name and address of one or two firms who make a specialty of furnishing stock advertising plates and ready-written advertisements for all lines of business?"

*Answer.*—Patterson-Gibbs Company, 431 South Dearborn street, and the American Press Association, 184 West Washington street, both of Chicago.

#### **Air-tight Cans.**

(1304) "We would thank you for names of can-manufacturing companies that make air-tight cans of different materials."

*Answer.*—J. A. Harps Manufacturing Company, Springfield, Ohio; Gill Manufacturing Company, Kansas City, Mo.; George W. Diener Manufacturing Company, Kenzie and Monticello avenue, Chicago; National Can Company, Detroit, Mich.; American Can Company, 104 South Michigan avenue, Chicago.

#### **Numbering Machines.**

(1296) "Please advise us from whom we can purchase machinery for numbering cotton tags."

*Answer.*—Roberts Numbering Machine Company, Brooklyn, New York; Bates Machine Company, Brooklyn,

New York; Wetter Numbering Machine Company, Brooklyn, New York; American Numbering Machine Company, 167 West Washington street, Chicago.

#### **Typewriter with Linotype Keyboard.**

(1299) "Can you give me the name of the firm that manufactures a typewriter with a keyboard similar to or exactly like that of the linotype keyboard?"

*Answer.*—Buckner Linotypewriter Company, 727 Fifteenth street, Oakland, California.

#### **Envelope with Wire or Thread Opener.**

(1302) "Can you tell me who is the manufacturer of envelopes having a wire or thread to open them?"

*Answer.*—Envelopes of this character were on the market a number of years ago, but it is our information that their manufacture has been discontinued.

#### **Deckling Machine.**

(1293) "We would like to know if there is a machine to deckle paper after it is printed? We have a close-register job on antique book that we would like to deckle the edges on."

*Answer.*—Dunning Brothers, 9 Murray street, New York, make such a machine.

#### **Tinning Machines.**

(1300) "We are in the market for a machine for placing tin or metallic bands at the top and bottom of hangers and calendars. Kindly give us the address of firms manufacturing same."

*Answer.*—U. S. Finishing & Manufacturing Company, 216 North Clinton street, Chicago; Latham Machinery Company, Chicago, Illinois; Steubing-Centon Machine Company, 21-23 Grand street, Cincinnati, Ohio.

#### **Combination Envelope and Letter Sheet.**

(1306) "Will you be so kind as to let me know if there is in the market a combination envelope and letter sheet, and where it can be bought? Did the Postoffice Department ever put out such an article?"

*Answer.*—The United States Postoffice Department does not issue such combination sheets, but several foreign countries are using them. A patented device of this character is handled by the Wright & Wiltz Company, 619 La Salle street, Chicago.

#### **Giving Appearance of Copied Typewritten Letters.**

(1297) "We sometimes have calls for imitation typewritten letters that have the appearance of having been copied in a copying-book. The way these letters are produced is by printing them with copying-ink and after the names and addresses are filled in they are then run through a machine which we suppose consists of felt-covered rollers

to which moisture is applied, and when the moisture strikes the printed letter it somewhat blurs the ink. There are machines made to give this copied effect, and we thought possibly you could inform us who manufactures them."

*Answer.*—A machine of this character is made by the Yawman & Erbe Manufacturing Company, 23 South Wabash avenue, Chicago. It is known as the "Y. & E. Roller Copier."

#### Embossing Outfit.

(1287) "Some time since I read an advertisement of an embossing appliance, male and female dies on hinge to be used on job press. I would like very much to have address of manufacturers, as I find nothing in my copy of THE INLAND PRINTER in regard to it."

*Answer.*—The Orro Manufacturing Company, 119 West Twenty-fifth street, New York, makes the apparatus about which you inquire.

#### Plates for Blotters.

(1308) "One of the local printers is anxious to get started with some blotter-service company; that is, some concern that makes a specialty of plates for printers' blotters. We think there is a concern located in Cincinnati, but are not positive."

*Answer.*—The Cincinnati concern you have in mind is the Sullivan Printing Works Company, located at 1504 Gilbert avenue, that city. These plates are also supplied by the Globe Engraving and Electrotype Company, 711 South Dearborn street, Chicago.

#### Construction Lines in Pen Drawing.

(1305) "In making a pen drawing for a magazine, is there any way to use construction lines without erasing or spoiling the drawing?"

*Answer.*—We do not know of a way to indicate construction lines as a basis for a pen drawing without erasing them after the drawing has been completed. If you will use an H. B. pencil and work lightly on the surface of your drawing-paper, very little pressure will have to be given to the rubber to erase the construction lines. Bearing too heavily on the pencil, thereby making imprints in the paper, will, of course, affect the drawing. A very good eraser for cleaning off construction lines—one that will not injure the ink lines with ordinary pressure—is kneaded rubber, manufactured by Eberhard Faber, New York.

#### Measuring "White" in a Job Set in Six and Ten Point.

(1294) "We are enclosing eight pages of a book [set in six and ten point] which we have recently printed, on which our invoice is in question. The matter not in brackets is to be charged for by the thousand-ems measurement. The matter which is marked with brackets was standing, and for this we are to make a separate charge. This charge does not cover any blank space. There is a difference with our customer as to whether the blank space should be charged for as ten-point or six-point. Please indicate how it should be measured."

*Answer.*—In the absence of any particular agreement, and following the custom established by printers in years gone by, when piece work was the rule, all white below a certain sized type until another size is reached should be measured according to that size. Therefore, in the pages submitted, it is our opinion that all white below six-point should be measured as six-point, and all white below ten-point should be measured as ten-point. From the standpoint of equity, if most of the ten-point were "picked up" and the new matter inserted were chiefly six-point, it would seem reasonable to measure all of the white with the six-

point, but we are basing our opinion on the custom established in measuring two sizes of type used in the composition of one job, not taking into consideration the conditions under which it may have been set.

#### Safety Gasoline Containers.

(1282) "Can you furnish us with a list of manufacturers of safety gasoline containers? The general use of this commodity by printers led the writer to suppose that in soliciting advertising you might have on record a list which you could furnish us. We wish this information for obtaining a line of these goods to exploit in our territories. Any information which you might furnish us will be duly appreciated."

*Answer.*—The F. Wesel Manufacturing Company, Brooklyn, New York, manufactures a special can used by printers. Making inquiry of the Chicago Underwriters' Laboratory, we learn that gasoline containers are made by the George W. Diener Manufacturing Company, Monticello avenue and Kinzie street, Chicago, Illinois, and the Universal Safety Can Company, Milwaukee, Wisconsin. It may be possible that you can secure other names of makers of approved containers from the Underwriters' Association in your city.

#### Paper for Announcement Slides in Picture Shows.

(1298) "I am sending you a 'parchment' which has been used as announcement slides in local picture shows. We print advertisements, etc., directly on these slides, which are transparent and make a clear projection. Could you tell me what this material is, and where same could be procured in sheets?"

*Answer.*—A suitable grade of celluloid for this purpose can be obtained by writing G. Fesenthal & Co., 153 North La Salle street, Chicago. The material is a trifle heavier and can be bought in sheets 20 by 50 inches at 55 cents a sheet. There is a thinner grade made for photographic use, such as for picture machines. This grade is about .003 inch in thickness, and can be purchased from the Celluloid Company, 317 West Adams street, Chicago. Sheet gelatin is another transparent material for this purpose. It is equally as transparent as the celluloid and there is no danger attached to its use in picture machines, as it will stand considerable heat without frilling, and it is absolutely nonexplosive and will not burn readily. This material may be purchased from the Buffalo Transparent Products Company, 74 Jewett street, Buffalo, New York, or from W. A. Williamson & Co., 117 North Canal street, Chicago. There is still another material that may be adapted to this purpose. This material will probably appeal to the printer as being ideal, as it is easy to print and is readily available. The paper is known as zephyr tissue, and, while not so readily penetrated by the rays of light, it will answer the purpose very well. It can be purchased in tints and is comparatively cheap. Write the James White Paper Company, 219 West Monroe street, Chicago.

#### CLEANING COPPER-PLATE ENGRAVINGS.

Wash the sheet on the front and back sides by means of a soft sponge or brush, with water, to every 1,000 parts of which 40 parts of carbonate of ammonia have been added, and rinse the sheet off with water. Then moisten it with water, to which a little wine-vinegar has been added, rinse again with water, in which a little chlorid of lime has been dissolved, and dry in the air, preferably in the sun. The sheet will be perfectly clear, without injury to the print.—*The Keystone.*

	<p><b>Christmas Celebration</b></p> <p>By the Choir of the <b>First Baptist Church of Chicago</b></p> <p style="text-align: center;">+</p> <p><b>Thursday Evening December 24</b></p>	

	<b>Program</b>	
	<p><b>Waken unto Me</b> <i>Solo and Chorus</i> Miss Smith and Choir</p> <p><b>When Shall the Redeemed</b> <i>Quartet</i> Miss Smith, Miss Brown Mr. Jones, Mr. Abbott</p> <p><b>Oh! Come Emmanuel</b> <i>Solo and Chorus</i> Mr. Frank Rich and Choir</p> <p><b>The People that Walked</b> <i>Chorus</i> in Darkness</p> <p><b>Oh! Light of Life</b> <i>Solo</i> Miss Abbott</p> <p><b>Arise, Shine, for Thy</b> <i>Chorus</i> <b>Light is Come</b></p> <p><b>Oh! Bistue Redeemer</b> <i>Duet</i> Mrs. Brown and Mr. Frank Rich</p>	

EDWARDS & JOHNSON

Printers

CATALOGUES  
BOOKLETS &  
STATIONERY

Represented by  
W. J. BARNES

PHONE AUTOMATIC 313  
18 ROSCOE STREET  
BRADDOCK, MAINE



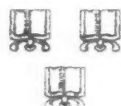
SEVENTH

# CONCERT

of the BROOKLYN  
PHILHARMONIC  
ORCHESTRA

THURSDAY EVENING, AT SHARPSHOOTERS' HALL.  
WARDROBE FREE

TICKETS \$1.00



# FOOTBALL

GARFIELD HIGH SCHOOL vs. ASTOR COLLEGE

TICKETS 50 CENTS

AT LINDERMAN PARK  
SUNDAY OCT. 15, 1912

Suggestions for card and tickets.



**B**RANDON  
RUBBER  
& TAPE CO.

WHOLESALE & RETAIL

1912 CATALOGUE 1912

A cover-page suggestion.



*from*

# The Herald Printshop

22 Central Park Avenue

Chicago



*To-morrow: the Lazy Man's  
Curse and the Wise Man's  
Opportunity*



# Second Annual Dinner of



## hallman Literary Society of Dorchester

Palmer Hotel, Dorchester, New York  
January Four, Nineteen Hundred and Twelve

# Menu



Manhattan Cocktails

Filet of English Sole Crab Apple Sauce

Mignon of Beef

Stuffed Tomato Green Pepper

Roasted American Squab

Assorted Cakes

Coffee

## Officers

Frank Rawson, President Jean Cory, Vice President  
Louis Clark, Secretary John Regan, Treasurer

## Members

Ackermann, Emerson W. Harding, Horace L.  
Adams, Edward F. Jackson, Hon. George W.  
Arnold, F. E. Lambert, Marvin H.  
Blackmoore, Frederick M. Manton, E. D.  
Bradley, Henry J. Newcomb, W. R.  
Caldwell, Frank S. Perry, John H.  
Denison, William F. Richardson, Sherman W.  
Farrel, Fritz Woells, Hon. Michael

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MONTHLY STATEMENT OF YOUR ACCOUNT WITH

*The* ACORN PRESS

ACORN PUBLISHING CO., *Proprietors*

W. F. BARD, *Manager*

PRINTERS

3330 Washington Street

Telephone: Automatic 1305

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Ashton, Wis. \_\_\_\_\_ 191\_\_

To \_\_\_\_\_

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*Suggestion for statement heading.*

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ACORN PUBLISHING CO., *Proprietors*

W. F. BARD, *Manager*

*The* ACORN PRESS  
PRINTERS

*Represented by*

3330 Washington Street  
Telephone: Auto. 1305

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*A business card suggestion.*



## The Saint Lowell County High School

The Reason for  
the Success of  
the High School

**A**CCORDING to a special act of the legislature, this school was established by a vote of the citizens of the county. The only object there could have been in establishing such a school was to give our boys and girls an education beyond that offered by the common schools of our county. It is understood by all that if children are sent to college they must have a certain amount of preparatory training. If this preparatory work can be given in the home county it is less expensive to the pupil and even profitable to the citizen. Further, the time has come when it is necessary for one to have a good education to perform even the ordinary duties of citizenship. The farmer, the grocer, the butcher, in order to be eminently successful, must have at least the equivalent of a fair high-school education. This necessary preparatory training makes it highly desirable for every progressive community to maintain a good high school.

### How the Purpose Is Accomplished

**T**HE purpose of the school is worked out in the course of study. Two courses are offered, and considerable freedom is allowed in the selection of studies within the courses, or in substituting subjects in one course for those in another. The industrial course emphasizes such subjects as Agriculture, Manual Training, Industrial History, and Domestic Science. These subjects should be pursued by those who will probably discontinue their studies at the end of the high-school course. The College Preparatory Course should be pursued by those who contemplate real

DIE  
RENAISSANCE  
IN BRIEFEN



BEARBEITET VON  
LOTHAR SCHMIDT

VERLAG KLINKHARDT & BIERMANN-LEIPZIG

## JOB COMPOSITION

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

### A. R. Wilkins.

That conditions in many of the modern printing-plants do not give the apprentice the opportunity to master the trade as thoroughly as did the conditions of a few years ago is demonstrated time and again in the consideration of the work of those men who have attained an individuality and a distinction in the quality of their product.

In reviewing the work and experiences of compositors whose specimens stand out prominently as examples of practical typography, one can not but note the fact that a great proportion of them are the fortunate possessors of the "all-around" training which characterized the days prior to the advent of the specialization which has marked the more recent times. No one questions the fact that the compositor with a good general knowledge of all of the various steps taken in the production of a piece of printing is better equipped to turn out work artistically and economically than is the man whose knowledge is confined solely to the setting of type. An understanding of the difficulties and peculiarities incidental to the press-room will enable him to avoid giving undue trouble in that direction; a familiarity with paper stock will enable him to more pleasingly adapt his type arrangement to the paper selected for certain classes of work; and a knowledge of platemaking will give him a broader grasp of the possibilities, as well as the limitations, of typography—and so on, throughout all the departments of the plant.

This knowledge, which under modern conditions can be gained only by supplementary study on the part of the printer, was to a certain extent supplied in the ordinary apprenticeship of a few years ago, especially in the smaller plants. The boy, instead of devoting all of his apprenticeship to one department of the trade, learned something of all of its branches. Perhaps he spent a certain period set-

ting "straight matter," another period in working on the presses, another period in locking up forms, and still another period in the setting of advertisements and job-work—and in the end had acquired a good general conception of printing as a whole.

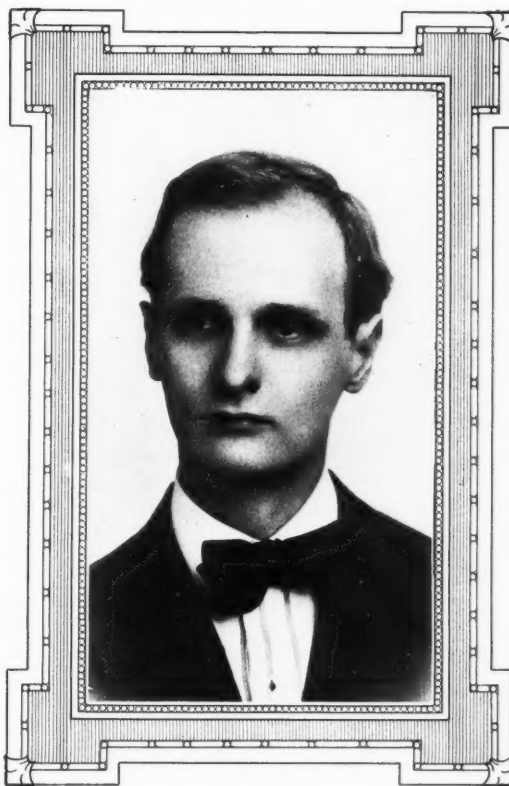
It was under conditions such as these that A. R. Wilkins served his apprenticeship in London, Ontario, commencing at the age of thirteen. Without any previous ideas of becoming a printer, he answered a "Boy Wanted" advertisement in the *London Advertiser*, and commenced at a figure familiar to many of us—\$1.50 per.

After serving between two and three years in various departments, he became dissatisfied with his wages, which were then \$3.50 a week, and left to take a \$5 job. While the wages were better in the new place, the opportunities for learning and advancement were poor, and another change was made. Later, Wilkins returned to the *Advertiser*, which had been reorganized and greatly improved, and where he remained until he was offered a position as job pressman on the *Express*, at Sault Ste. Marie, Ontario.

The *Express* was then a typical country office, having one power and one treadle job press, and the chief com-

plaint of the force was the same one that we have all heard time and again—"the boss wouldn't spend enough money for material."

Another cause of trouble was the fact that the shop was situated on the ground floor, with a Young Men's Christian Association gymnasium directly above, and occasionally the shower baths in the gymnasium would be left running all night, the result being that next morning found a type cabinet or pile of stock soaked by the water coming through. The winters in Sault Ste. Marie being very cold, more often than not the shop would not be warmed up until noon. This, however, was no great discomfort, as there



A. R. WILKINS.

PHONE MAIN 1997

**THE ACME PRESS**  
PRINTERS  
ENGRAVERS :: BINDERS

*Presented by*  
A. R. WILKINS

11-14 MADISON BLOCK  
SEATTLE

YOU ARE CORDIALLY INVITED TO OUR  
**ANNUAL CHILDREN'S DAY SERVICES**  
*and the*  
OPENING EXERCISES OF OUR NEW CHAPEL  
NEXT SUNDAY, JUNE NINTH  
AT 10:30 A. M. SHARP

*An interesting program will be rendered by the children of the Sunday School  
Attorney Thomas H. Bain and Rev. J. M. Dick of Seattle, will  
assist in the services  
Miss Nellie M. Dick will sing*

MAIN 1997

IND. 1306

*The* ACME PRESS  
PRINTING :: ENGRAVING  
BINDING

*Presented by*

A. R. WILKINS

11-14 MADISON BLK.

SEATTLE, WASH.

**Washington  
Young Men's Christian  
Associations**



**Annual Convention**

Everett, Washington  
November 26, 27 and 28  
1909

**PROGRAM AND  
ANNOUNCEMENT**

**The Dasterningers  
Concert  
Admit One**



**RUTH is often homely, but  
that is no fault of the truth**

The Acme Press :: Printers  
11-14 Madison Block  
Main 1997



was a nice, comfortable cigar store across the street, and there the force retired to warm up.

After spending four pleasant and profitable years in the *Express* office, Wilkins went "out West," finally landing in Seattle and taking a position with The Acme Press. After being there for two years he was given the position of foreman, which he still holds.

Questioned regarding his ideas as to display printing, Mr. Wilkins said: "As to my positive ideas on printing, I think I am more in the receptive than in the positive stage. Whatever little success I have attained is due principally to study of THE INLAND PRINTER and other trade-papers, it being through THE INLAND PRINTER that I first became interested in the I. T. U. Course. The general style of my designs before taking the Course was not up to much, consisting of trying to make some design I had observed fit the job in hand. Since taking the Course, however, I have confidence enough to make designs to fit the job, and rely on the knowledge of correct principles to prove whether the design is good or not."

#### SOME PHILADELPHIA PRINTERDOM HISTORY.

The following is an extract taken from an interesting review of the Philadelphia printing industry which appeared in the *Public Ledger* of that city.

"Philadelphia occupies a unique position with relation to the printing and publishing business, and all the others that ought to be considered with it, for here the first press that was set up in the Middle Colonies was established not long after Penn had established his dream city here. It is not true, of course, that printing and publishing were being conducted here six weeks after the founding of the city, but as the genesis of Bradford's press always has been a subject for debate, and has not yet been finally cleared up, it is only necessary here to revert to the fact that Bradford did set up here the first press established in these parts, and that it was the second set up in the English possessions. New England had its press many years before, and had been actively engaged in publishing books that now are eagerly sought for their rarity rather than for any real value they may have. Bradford printed a sheet almanac in 1687, and that is regarded as the first book published in Pennsylvania or the Middle Colonies. Only a few years later, the first paper mill established in this country was set up on the banks of the Wissahickon by Rittenhouse, which family until comparatively recent times was connected with the papermaking industry here on the banks of the Schuylkill, and it was from this mill that the *Public Ledger* got its supply of news-print paper in the early days.

"It also is pretty well known by this time that the first typefoundry in this country was established in what now is the city of Philadelphia. This was the little plant erected by Sower, in Germantown, in 1735, but it seems to be probable that something of the kind was done by Franklin even before this time, although the great printer and many-sided man only made certain types or ornaments for his own press. Sower's plant, too, was established only for his own convenience, for he used it to make his German letters, which, naturally, were not in demand by other printers at the time.

"Sower, too, it should not be forgotten, both for his honor and for the honor of the city, published the first Bible to be printed in a European language in this country. This was his edition of the Scripture printed in German, three editions of which had been turned out from his press

before the first Bible in English was printed, also in Philadelphia, by Aitken, in 1782.

"On this subject it should not be forgotten that for a generation or more after Aitken published his edition of the Bible, the Scriptures were printed here in such large numbers that practically every Bible sold in this country was the product of a Philadelphia press. Of Carey's Bible alone, it is said that two hundred thousand copies were sold, and in order to have the book in condition to print economically Carey had the types for the pages standing, for in those days the art of electrotyping or stereotyping was undiscovered, or at least not practiced in this country. When it is realized that there were more than five hundred pages of the Carey Bible the amount of room necessary to store these pages in type and the enormous weight to be provided for, to say nothing of the large outlay of money tied up in so much idle type, the courage of Matthew Carey, who was one of the most remarkable men connected with the trade in Philadelphia, will be appreciated.

"From the time when Bradford began business as a printer in this province—and for many years he also was the provincial printer for New York—there has been a long list of the foremost printers in the country identified with the business in Philadelphia. Some of them are familiar names, such as Franklin, who, while the world esteemed him for many other things, called himself to the end of his days a printer. He so describes himself in his will; he thought so much of his trade that in the famous epitaph which he wrote for himself, but which never was used, he speaks of himself in terms that show that he esteemed his trade beyond every other distinction to which he was entitled.

"It is true that Franklin's press reflected more honor on his adopted city than did the establishment of any other printer of his time. He was a great deal more than a printer. He has been described also as a journalist, and from the pages of his *Gazette*, and from those of the other publications which he sent out upon the slender stream of literature of his time, such as the now endeared Poor Richard's Almanac, with the delightfully homely wisdom and its peculiarly Franklinian wit, there is every evidence that he is entitled to rank as the greatest journalist in America in the eighteenth century, even if his publications are not always superior in presswork.

"A mere list of the books and other publications printed by Franklin and his immediate successors during his connection with the firm would give a lively idea of the state of the country during the period. Philadelphia during the same century had many other but not quite so famous printers. There was Bell, whose press was beside St. Paul's Church; the younger Bradford, who was established at Front and Market streets; Aitken, Claypoole, Dunlap, Humphreys, Story, Carey, to call to mind but a few. At the close of the eighteenth century Philadelphia was not only the metropolis of the New World, but here were located the greatest printing and publishing houses in the country."

#### SALESMEN'S OFFICERS.

The National Sales Managers' Association of America, at its convention recently held in St. Paul, elected the following officers: President, H. H. Bigelow, of Brown & Bigelow, St. Paul; first vice-president, E. D. Gibbs, Philadelphia; second vice-president, George H. Eberhard, San Francisco; third vice-president, J. E. Spencer, Minneapolis; secretary, C. H. Ashton, Omaha; treasurer, Robert B. McGowan, Cincinnati.—*Printers' Ink.*



BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

J. D. BURTON, El Dorado, Kansas.—Both jobs are very satisfactory in their arrangement.

A PACKAGE of commercial specimens from J. Edwin Bell, Cleveland, Ohio, contains many excellent examples of typographical design. We show herewith reproductions of some of them.

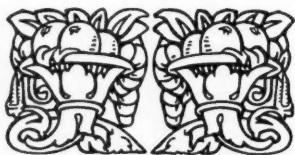
A BOOKLET descriptive of the Phoenix Indian School, Phoenix, Arizona, is nicely gotten up and well printed.

SPECIMENS from the Troy Times Art Press, Troy, New York, show attractive colorwork and good typographical design.

E. A. SOUTHWICK, Libby, Montana.—The check is nicely gotten up, and we find nothing to criticize in its arrangement.

FREDERICK A. OBERG, of the U. S. S. Connecticut, sends an attractive book-mark, the product of the steamship print-shop.

## WINTER OPENING



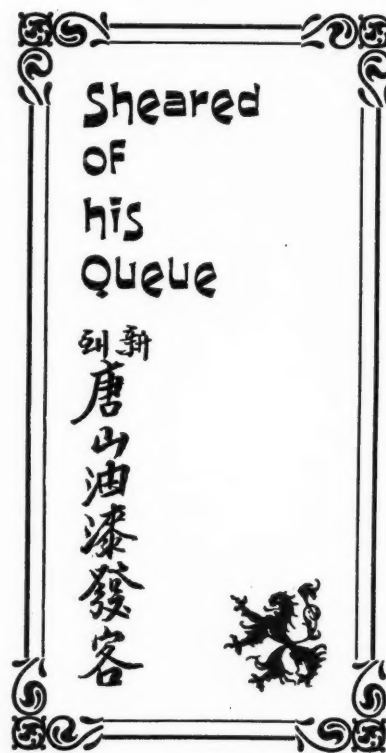
Reed Bros. & Co  
Importers and Manufacturers of  
Millinery  
Cleveland

Folder page by J. Edwin Bell, Cleveland, Ohio.

A BLOTTER from the Thompson Press, Owosso, Michigan, is nicely arranged and well printed in two colors.

J. W. SHORT, Toronto, Canada.—The specimens are all good, the panel designs being very cleverly handled.

ROBERT L. BLEDSOE, Bishop, Texas.—The booklet is satisfactorily arranged, but would have presented a better appearance if printed in black ink, as the ink which you have used is rather hard to work.



A unique design by J. Edwin Bell, Cleveland, Ohio. Original in colors.

W. C. WOOD, Cornish, Oklahoma.—The specimens are all well handled, and we find nothing to criticize in any of them.

J. A. SPENCE, David City, Nebraska.—While the blotters are quite satisfactory in arrangement, the one for the poultry company contains too

many different spots of red, and the confining of the brighter color to but one or two spots would be an improvement.

A PACKAGE of specimens from Al S. Cain, Provo, Utah, contains pleasing type-designs and harmonious color combinations.

B. FRANKLIN, Corpus Christi, Texas.—The work is all well handled, the specimens in light blue and dark blue being especially good.

F. ALBERT MARSHALL, Stamford, Connecticut.—The ticket is quite satisfactory in design, and offers no opportunity for criticism.

A GROUP of advertisements by M. G. Coats, Madera, California, shows careful attention to the questions of harmony and space relations.

THE Rio Grande Printing Company, of El Paso, Texas, is publishing an attractive house organ under the title of *Rio Grand Magazine*.



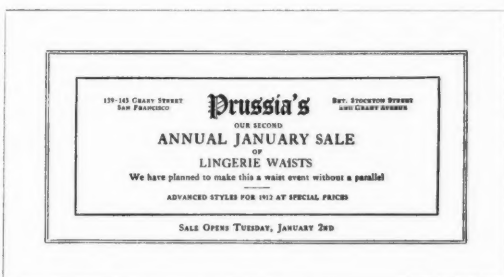
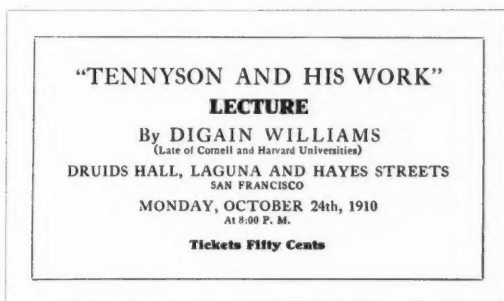
By J. Edwin Bell, Cleveland, Ohio.

A CAREFUL regard for simplicity in design characterizes the work of J. W. Archbald, Salem, Ohio. The specimens are very satisfactory.

JAMES H. CASSEL, La Fayette, Indiana, sends in an attractive blotter, printed in black, green and orange from an interesting type-design.

FRED CURL, Wykoff, Minnesota.—Poor rule joints spoil an otherwise pleasing card, and arrangement without panels would be preferable.

NEAT, tasty typographical design, coupled with a careful use of color, characterizes the work of August Gustafson, Oakland, California. The specimens reproduced herewith will give an idea of the pleasing quality of his commercial printing.



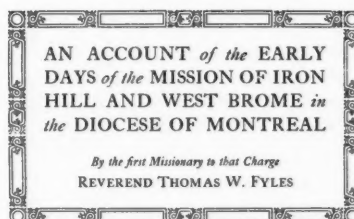
Interesting designs by August Gustafson, Oakland, California.

"TABLE COOKERY" is the title of an attractive folder issued by the Public Service Electric Company, of Newark, New Jersey. It is printed in brown and gold, on mottled stock, with half-tones printed on coated paper and tipped on. Altogether it is an artistic piece of work.

THE Jos. Betz Printing Company, East Liverpool, Ohio.—The blotter is original, both in text and design, and should attract much favorable attention.

HARLEY BARNES, Ames, Iowa.—Except for the fact that you have used rather large type on some of the pages, the telephone directory is well gotten up.

P. D. CREW, Creighton, Nebraska.—The program is very pleasingly arranged. The decorative spots at the ends of the headings on the menu are confusing to the page as a whole and do not add to its appearance.



A pleasing page by August Gustafson, Oakland, California.

W. F. BENNYHOFF, Missoula, Montana.—The work is all carefully handled, and calls for no criticism. Your card is especially pleasing in design and color.

LUCIUS P. BURCH, Westerly, Rhode Island.—The specimens are very pleasingly designed, the harmony of tone throughout the work being especially noticeable.

PETER S. BOGART, New York city.—Except for the fact that the title-page of the program contains too much panelwork, the specimens are well handled.

JOHN F. GLOVER, Morgantown, West Virginia.—Although all of the specimens are well handled, the little folder on gray stock is especially pleasing in design.

OSCAR T. VINSON, Frederick, Oklahoma.—The specimens are very pleasing, and their simplicity of design and harmony of treatment are very commendable.

C. W. HARMONY, Sapulpa, Oklahoma.—The specimens are thoroughly satisfactory in every way, and we have no criticism to offer in regard to any of them.

SPECIMENS from Howard C. Hall, Charlotte, North Carolina, show a careful regard for the details of good type-design and the use of harmonious color combinations.

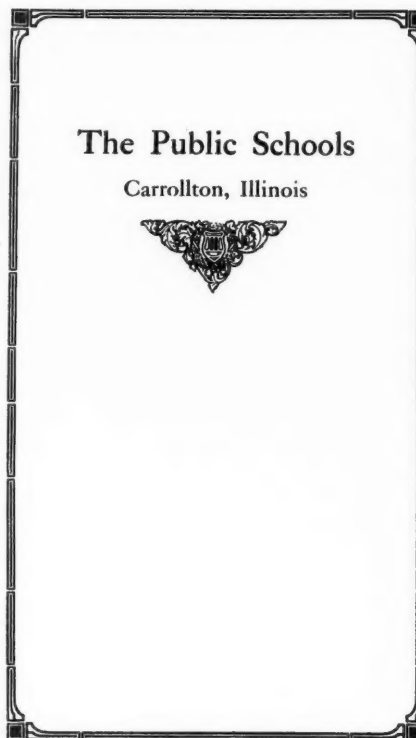
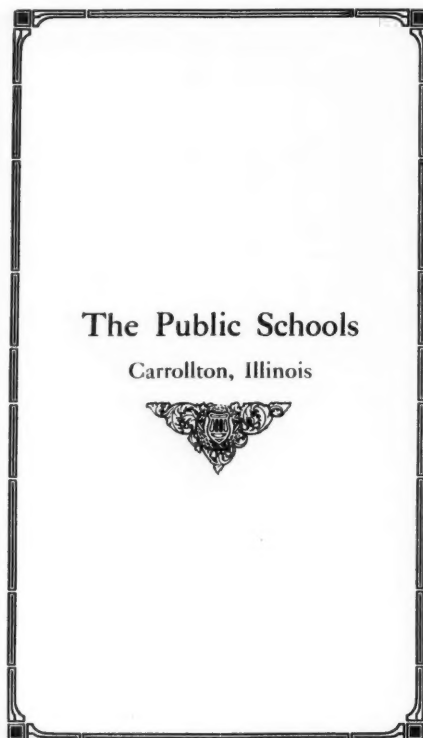
THE News Publishing Company, Limited, Moose Jaw, Saskatchewan.—The blotter would be more pleasing with plain rules around the design than it is with a heavy rule at one side and the bottom. In designing

printed matter we should remember that it is to be printed on a flat surface in solid tones and that therefore an attempt to gain perspective should not be made.

J. B. MILLER, Bucklin, Kansas.—The use of lighter rules on the account slip would improve its appearance. We would also suggest placing the name a trifle closer to the line which follows it.

the fact that the spaces above and below the group are equal. In our rearrangement of this page we have placed the group in such position that proportion is gained through the spaces above and below being unequal in size.

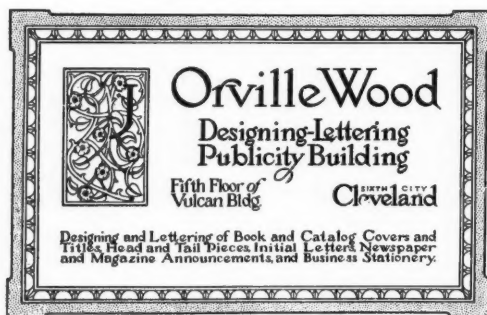
J. L. MEKLE, Grand Forks, British Columbia.—The premium-list is very satisfactory in arrangement, especially in consideration of the con-



A study in the placing of a group of type and ornament. The page at the left is not pleasing, due to the fact that it is divided in the center, while the page at the right, owing to inequality in the space divisions, is more satisfactory.

SPECIMENS from the Rochester School for the Deaf, Rochester, New York, are well arranged, although black ink in the place of the brown would add to their appearance.

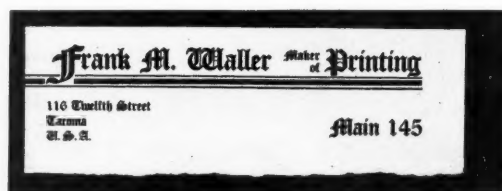
WE show herewith a reproduction of the business-card of J. Orville Wood, of Cleveland, Ohio, an I. T. U. student. The card was designed and lettered by Mr. Wood and printed in colors.



Designed and lettered by J. Orville Wood. Original in colors.

J. H. SCHUYLER, Carrollton, Illinois.—One of the most important points in type-design is the placing of the various groups of type on the page—the distribution or breaking up of the spaces. On the page for the public-schools job, the placing of the group of type and decoration in the center of the space is not satisfactory, due to the fact that it gives no proportion in the space relations, but instead a monotony because of

ditions under which it was gotten out. Your adherence to a few type-faces in the advertisements has resulted very favorably.



Unique card by Frank M. Waller, Tacoma, Washington.

FRANK M. WALLER, Tacoma, Washington.—The specimens are unusually clever and attractive in design. We show herewith a reproduction of the business-card.

THE menu and program of the annual dinner of the Melbourne Printers' Overseers' Association is attractively printed from special designs, and is a pleasing piece of work.

H. E. LAGERGREN, Starke, Florida.—With the change in color which you suggest, the letter-head would be very satisfactory. The check is nicely arranged and well printed.

JOHN R. WHITACRE, McAlester, Oklahoma.—All of the specimens are nicely gotten up, and we fail to find anything which calls for criticism. The title-pages are especially good.

H. P. HINSHAW, Fairbury, Nebraska.—The blotter is neat in arrangement and the colors are good, although rather strong. The filling



out of the line with ornaments is not pleasing, and the centering of the word in the line, or a closer spacing of the group to gain the line, would be preferable.

THE desirable simplicity of design and harmony of treatment which have characterized the souvenirs of recent conventions of the International Typographical Union have been preserved in the book gotten out



Cover and two pages from the souvenir book of the Fifty-eighth Convention of the International Typographical Union.

AMONG other excellent specimens, a package from N. P. Eby, Fresno, California, contains a program which is unusually pleasing in its arrangement. We show herewith some of the pages.

for the Cleveland convention, and the result is a product that "holds together" as do few publications of this character. While the book follows its predecessors in its adherence to the principles of good design, it

Morning Service		Evening Service	
TEN THIRTY		SEVEN THIRTY	
✠		✠	
Prelude		Prelude	
Doxology		Hymn No. 230—Majestic Sweetness	
Invocation		Hymn No. 239—Rock of Ages	
Hymn No. 211—Holy, Holy, Holy		Anthem—Nazareth . . . . . <i>Gounod</i>	
Scripture Lesson		THE CHOIR	
Anthem—Jesus Came, the Heavens Adoring . . . <i>Shepard</i>		Scripture Lesson	
THE CHOIR		Prayer	
Prayer		Solo—The Birthday of a King . . . . . <i>Neidlinger</i>	
Solo—Star of the East . . . . . <i>Lirman</i>		MISS NELLIE RUVAKE	
MR. EBY		Announcements	
Announcements		Offertory	
Offertory		Hymn—The Angel Chorus . . . . . <i>Tullar</i>	
Anthem—Te Deum Laudamus . . . . . <i>Lloyd</i>		THE CHOIR	
Hymn No. 235—		Hymn No. 215—My Faith Looks Up to Thee	
While Shepherds Watched Their Flocks		Sermon—Views from Pisgah	
Christmas Sermon—The Crowning of Childhood		Hymn No. 241—Prince of Peace	
Christmas Hymn—Joy to the World		Benediction	
Benediction		Postlude	
Postlude			

Attractive pages by N. P. Eby, Fresno, California.

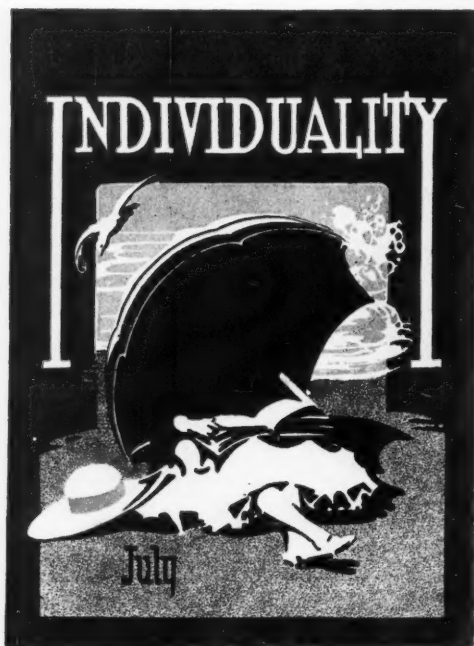
R. SHUFFLER, Olney, Texas.—The work is well handled throughout and offers but little opportunity for criticism. We would especially compliment you on the arrangement of the large bill. A red inclining more toward the orange would contrast more pleasingly with blue and black than does the hue which you have used on the letter-heads.

is a complete change in conception of color and arrangement. The stock throughout is gray, a soft, pleasing effect being thus secured, and the typography and presswork are all that could be desired. The pages reproduced herewith will give a general idea of the character of the design. It was produced by the house of Davis & Cannon, Cleveland.

THE Franklin Printing Company, Louisville, Kentucky.—The booklet is well written and attractively printed and as an example of the character of your work is very convincing.

M. G. COATS, Mill Valley, California.—The poor condition of the rules spoils what would otherwise be a very satisfactory piece of work. The presswork is also of an inferior quality.

*Individuality*, the house organ of the House of Hubbell, Cleveland, Ohio, is well edited and well printed. A specially designed cover in colors adds much to its appearance. We show herewith a reproduction.



Cover of the house organ of the House of Hubbell, Cleveland, Ohio.

PRINTED matter from The Paragon Press, Montgomery, Alabama, reveals a discriminating taste in both typography and color. The specimens are all carefully designed and well printed.

A PORTFOLIO of proofs from the Phototype Engraving Company, Incorporated, Philadelphia, contains excellent examples of color reproductions made from black and white photographs.

F. J. CHAMBERLAIN, Tipton, Iowa.—The work is all well handled. The letter-head for Bartley & Maxson is especially good, although there is too much space between the words in the firm name.

ROY A. BAST, Clark, South Dakota.—The five-column advertisement is very pleasing in its arrangement, and we congratulate you upon the excellent results which you have secured. We find no opportunity for criticism.

JACOBS & Co., Clinton, South Carolina.—The specimens are quite satisfactory, although the rule border around the cover-page is a trifle heavy for the enclosed text matter. Two rules instead of three would be preferable.

AN "In Memoriam" card announces the withdrawal of John P. Killeen from the Pittsburgh Lyceum Bachelors' Club. Mr. Killeen, who represents the James McMillin Printing Company, was married on August 28.

AN attractive letter-head in three colors conveys the information that J. L. Frazier is now manager of the Frazier Printing Company, of Lawrence, Kansas. Mr. Frazier's good work is well known to readers of this department.

THE Hoesflich Printing House, Philadelphia, has joined the ranks of house-organ printers with the first issue of *Profitable Talks on Printing*, an attractive booklet containing interesting text matter presented in a pleasing way.

STEWART PRINTING COMPANY, Bakersfield, California.—Your booklet would have been much more pleasing if you had used a less complicated design on the cover. As it now stands, the excessive amount of

decorative material, coupled with the letter-spacing of the text-letter which has been necessary to make it fit the design, results in a page which is not only very difficult to read but is displeasing in design.

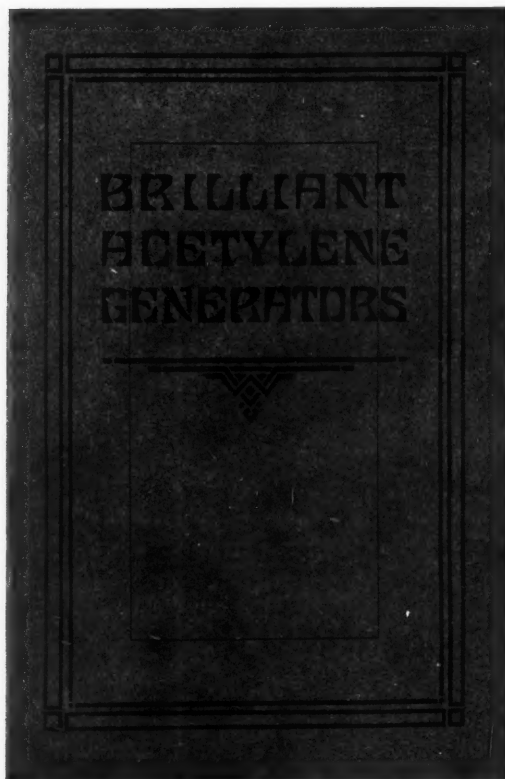
THOMAS M. CARRIGAN, Goshen, New York.—The cover-page is well arranged and offers little, if any, opportunity for criticism. Perhaps the decoration underneath the upper group is a trifle too much for a page of this character.

L. H. McNEIL, Findlay, Ohio.—All of the specimens are exceptionally fine, and there is little choice between them. We note in their arrangement the same artistic treatment that has characterized the work previously received from you.

D. C. BALL, Pilot Point, Texas.—If you were to confine the blotter and certificate designs to a smaller number of type-faces the results would be more satisfactory. One or two series, and these of harmonious shapes, are enough for almost any piece of work. The other specimens are good.

FROM A. V. Ingham, superintendent of printing for the Roycroft Shop, East Aurora, New York, we have received a copy of "The Ad-man's Philosophy," by Elbert Hubbard. It is attractively printed in dark green and red on brown hand-made paper, and forms a striking piece of work.

FROM R. J. Burch, superintendent of printing for the estate of P. D. Beekwith, Incorporated, Dowagiac, Michigan, we have received a package of exceptionally high-class work. From the making of the plates to the finished product, every detail has been carefully handled, the typography throughout being unusually pleasing.



Cover by A. J. McAnally, Omaha, Nebraska.

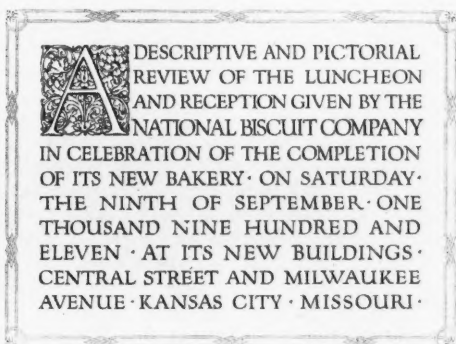
FROM R. J. McAnally, Omaha, Nebraska, we have received a package of good printing. Among the most interesting of the designs is a cover-page, a reproduction of which we show herewith.

FROM the Brooklyn *Daily Eagle*, Brooklyn, New York, we have received an attractive booklet entitled "How a Modern Newspaper Is Made," and containing an interesting illustrated description of the building and plant of this progressive paper. The booklet is issued from the job-printing department, and is nicely gotten up.

IVAN D. RINEBARGER, Lamar, Colorado.—While the arrangement of the card is quite satisfactory, the colors are not pleasing. Both the green and the brown should be lighter in order that the decorative

material may not overshadow the text. We also note too much space between words in the main line on the card. Text type should never be widely spaced.

NICHOLLS PRINTING COMPANY, Helena, Arkansas.—The examples are nicely gotten up and offer but little opportunity for criticism. We would,



Pages from a handsome souvenir book issued by the National Biscuit Company.

however, suggest that you avoid placing a single group of type lines directly in the center of a page as you have done on the title-page of the book about Arkansas. If this group were raised a trifle it would result in the pleasing proportion which comes from an unequal division of spaces.

*The Courier*, the new house organ of the Zellerbach Paper Company, San Francisco, California, is a most interesting publication, from the printer's viewpoint. It is printed throughout on gray stock. The

cover is in dark gray, light gray and gold on antique cover-paper, while the inside pages are in black and orange on coated stock—both cover and inside paper being gray. The work is designed and printed by the F. H. Abbott Company, of San Francisco.

THE Review Press, Roselle Park, New Jersey.—While the specimens are, in general, very good, still we would make one or two suggestions regarding them. On the cover-page for the speaking-contest program we would suggest that the three lines in the center panel be raised a trifle, placing them above the center of the panel, and that the lines at the bottom of the page be set in a smaller size of type, thus leaving the strongest part of the page near the top.



Attractive design by J. Warren Lewis, Visalia, California. Original in colors.

PERHAPS the most interesting specimen in a package of recent designs by J. Warren Lewis, Visalia, California, is a cover-page, a reproduction of which is shown herewith. The original is in gold and colors, on brown stock, and is an interesting example of design from borders.

F. W. McCLAIN, Valdosta, Georgia.—The use of a light brown, light blue or dark blue in place of the gold would improve the appearance of the bank folder, as either color would be more suitable for work of this character. The rule above the decoration on the first page is rather too strong in tone for the type underneath which it is placed, while the two rules near the bottom of the page are a trifle too light. Tone harmony should be carefully considered in all typographical design.

ALVIN ERNEST MOWRAY, Franklin, Pennsylvania.—In both of the designs in question the text matter has been broken up too much. An arrangement which would allow all of the reading-matter equal prominence would be more in keeping with the subject. Of the specimens printed on paper we prefer the one in black and orange, while of the blotters we like best the brown and blue combination, although the others are very satisfactory. The smaller specimens are all good.

R. U. HUTTON, Seattle, Washington.—A lack of tone harmony, due to the fact that you have been careless in combining light and heavy type-faces, and also in the use of rules for underscoring which are either too light or too heavy for the type-face with which they are used, characterizes the work which you have submitted. The combination of type-faces of various shapes in a single piece of work also is noticeable, and makes for an undesirable lack of shape harmony. A careful study of the fundamental principles of design in printing—among which are shape harmony, tone harmony, simplicity and proportion—would materially improve your designs.

We show herewith reproductions of three pages from one of the handsomest books that has ever come to this department. It is a souvenir which was gotten out by the National Biscuit Company for its guests at the opening of its new building in Kansas City. In its general conception and in the careful regard which has been given to details, the book reflects the greatest of credit upon its producers, the J. J. Little & Ives Company—and especially Paul Pfizenmayer, who planned and superintended the work. The National Biscuit Company set out to accomplish results which should be a standard for anything of like character—and succeeded. The book as completed is an oblong quarto, 12½ by 9½ inches, bound in beautiful brown polished levant, and elaborately stamped in gold. The special designs used in the book are by F. W. Goudy, and the text is printed in one of his best type-faces, with attractive initial letters. The illustrations, which are numerous, are duotones, and are printed upon paper carefully selected to bring out their possibilities. No expense has been spared on the work, as is indicated in the fact that the book cost to produce, including photographing, artistic supervision, special type, etc., nearly twenty dollars per copy in an edition of twelve hundred. And the money was well spent.

## COMPOSING-ROOM EFFICIENCY.

BY A. E. SOUTHWORTH.

(Address delivered before the Fourth Printers' Cost Congress, at Chicago, September 5 and 6.)



EFFICIENCY as applied to the composing-room was given little or no consideration previous to the introduction of cost systems.

The average employer looked upon this department as a losing proposition and a necessary evil.

The cost system has shown us, by a comparison of figures, a wide variation in cost, and the necessity of both increasing the price of composition and reducing its cost, by introducing better working conditions, which is efficiency pure and simple.

The subject is one of constant study, and the exchange of ideas among master printers is most essential, for he who learns by experience alone finds a dear teacher.

The confidence of youth is expressed in the story of an urchin in school who became so busily engaged with his slate that he was unconscious of the fact that the teacher had stepped up behind him, until she asked, "What are you doing, Johnny?" and the boy replied, "I'm drawing a picture of God." "Why, Johnny, the very idea! You can not do that." "Yes, I am, teacher, drawin' a picture of God." "But, Johnny," the teacher replied, "no one can do that, for people do not know how God looks." "Well," the youth answered, "they will when I gets done drawin' dis picture."

Though with less confidence of success than this boy, I am going to introduce to you a few pictures\* that I have prepared, which will tell you what I know of composing-room conditions, with the hope that some of them will prove of value to you.

First we will consider arrangement. Stepping into a print-shop on a visit a few months ago, I found the entire glass front of the building given over to the executive offices of a weekly newspaper and job plant, one-half editorial, the other half business, while the manufacturing department was handicapped, having only a poor north light.

I said newspaper and job plant; it should be a job and newspaper plant, carrying the newspaper as a job to find out the exact cost of production.

On the tour of inspection I found a magazine linotype machine in front of one of the windows, and the operator stationed on the dark side of it; galley rack and proof press near by, but not conveniently arranged; a line of old-fashioned, dilapidated wood-top stands, placed back to back and against the wall; make-up stones side by side, necessitating a great deal of lost time stepping from one to the other during the process of making up the paper; a job stone convenient to the Gordons, and one table to accommodate both the pony cylinder and job presses; a paper-cutter and small table, and a wire-stitching machine (there was no provision for waste from the cutting machine other than a burlap bag); the newspaper press and stock located in the basement, and the forms were carried down the stairs.

I told the manager he was working under difficulties which should be remedied. His reply was that probably I could spend four or five thousand dollars on the plant and modernize it. With a few exceptions the plant was modern, but very poorly arranged, and I made these sugges-

tions: That he cut his overhead one-half by dividing half of his building front for offices, building a partition and a railing; move the typesetting machine forward to a better side light, with galley rack within easy reach; replace the old stands with modern ones, with lead and slug racks and banks, arranging them so that the workmen would not interfere with each other (drawing all cases from the rear), and allowing open alleys to save extra steps; place the make-up stones directly opposite each other, so that all the forms could be reached by simply turning around; leaving the pony and jobbers alone, space is gained for a large table, convenient to the pony; construct a larger table for the paper-cutter, with a chute underneath to carry the waste to the basement, and construct a dummy to carry the forms to the basement.

Outside the modern stands, which were absolutely essential, a carpenter could make all the needed alterations, at an entire cost of less than \$300, including the stands.

This is by no means an aggravated case; many are working under inferior conditions where a little thought would save as many dollars monthly.

Each office has its own problem, and the varied space allotted demands special measures to secure the best results.

Study the conditions and set each piece of furniture in deference to its importance. Have the proof press centrally located. Have every slide, galley rack and bank numbered, and have the compositor, in depositing a job, place that number upon his proof—eliminating the necessity of a "still hunt" for forms.

Some say efficiency means getting the most out of the material at hand. In other words, if you have work for a saw-trimmer, but have a miter-box, use the miter-box.

Do farmers cradle their wheat?

If you will go over your bills for the year past and note the amounts you have paid engravers, electrotypers and foundry men, for mortising, trimming and routing, and find that these bills are more than the interest invested in a trimmer, it will more than pay you to install one. It is a valuable machine, even in small offices, and if a ticket record is kept on its services, the rapidity with which it will pay for itself is surprising.

Special furniture is an investment that often produces large returns.

How many steps and minutes does a lock-up man lose in the average office in the make-up of a thirty-two-page form? A rack is manufactured that places leads, slugs, metal and wood furniture, and reglets, of all lengths, within easy reach without taking a step, at a price that will pay back the entire investment in less than six months' time.

Efficiency is getting the greatest product at the least expense—and any equipment that reduces the cost of labor is a wise investment.

The compositor of ordinary talent can do the work of an artist if properly instructed.

Several years ago, when working at the case, I heard an employer address an employee and ask him what he was doing there. The man replied, "Thinking." The employer said, "Go to work. I can do all the thinking necessary around here."

Your employees should think, of course, but many think faster than others and produce even better results. In other words, there is a "star" man in the greatest demand in every composing-room. Take the best man you have and use him as a master mind for all your workmen. Let him lay out to picas all original jobs before they are given out. The result will not only be a saving of time, but a better

\* NOTE.—We regret our inability to show all of the illustrations which illumined Mr. Southworth's address.



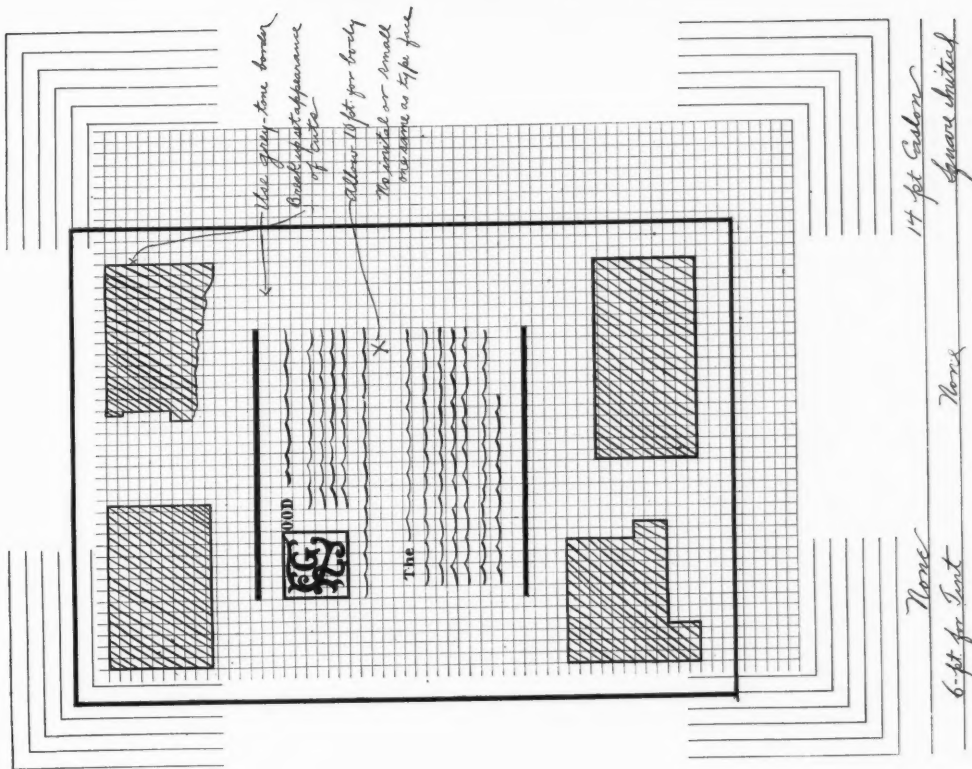


Fig. 2.—Layout Prepared in Composing-room and Rejected in Office, with Suggestions for Changes.

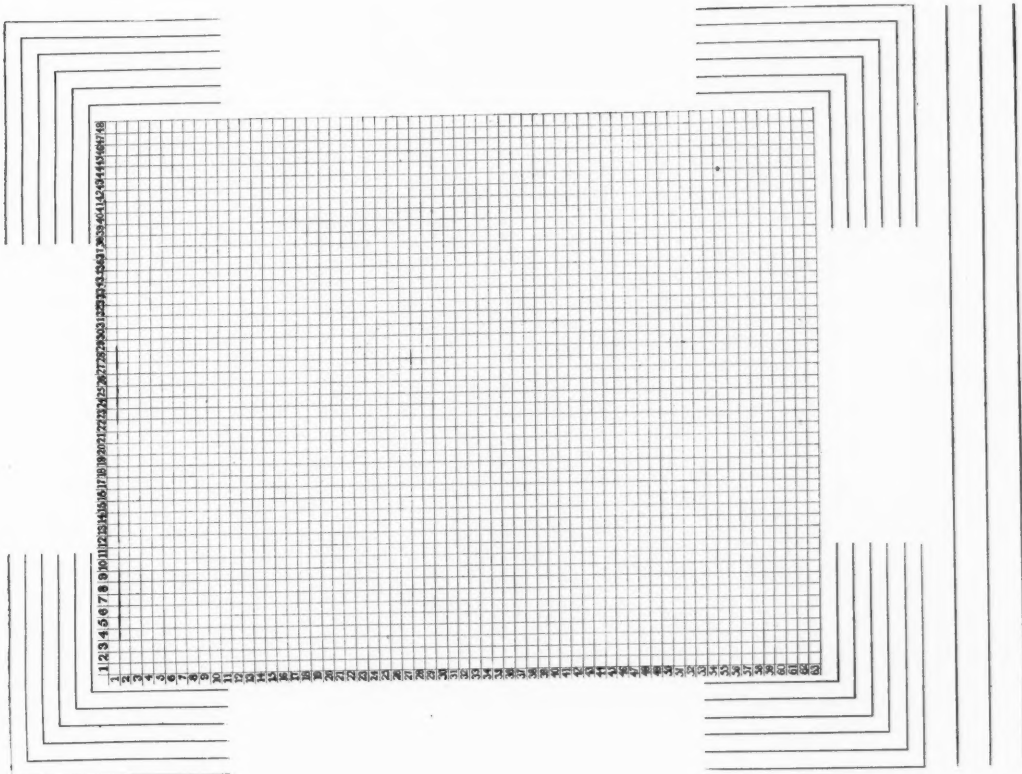


Fig. 1.—Layout Sheet, with Marginal Lines.



and more uniform style will be maintained. I am going to show you how I would use this talent:

Here is a layout sheet (Fig. 1), 12 by 16 inches, which allows for layouts up to 8 by 10½ inches in size, covering the ordinary run of work. The center is divided into even-pica squares numbered from one to forty-eight picas across, and one to sixty-three picas down the sheet, the outside corner lines are marginal lines of ¼, ½, ¾, 1, 1¼ and 1½ inches. Place these sheets in the hands of your best man — call him the layout man. With a little practice he can save hours of time by increasing the capacity of less proficient workmen.

The type layout for the job or advertisement is always started at pica one. At a glance, without measurement, the compositor knows the measure he is to set. There is no chance of error. The number is before him, as will be better explained by the layout. The marginal lines at the bottom are illustrated on another sheet.

We will now take an actual job, the customer's copy being on a sheet 7 by 10, the size of the booklet; four cuts to the page — two half-tones and two zincs. The natural thing for the writer to do is to paste an illustration in each corner of the sheet and write his copy in the middle; and the fact that he so did probably inspired this layout (Fig. 2).

The work on these sheets is done with a pencil, in the rough, but to illustrate plainly I have drawn them in color. The blue line [heavy black line as shown in the reproduction] designates the margin.

This layout was prepared in the composing-room, submitted to the office for consideration, and rejected. Note that this leaves the cuts in the exact position in which the copy was received, with small, even margins, and also that the cuts appear apart from the small amount of the text, for which fourteen-point was figured.

It was considered ordinary and not at all effective, and returned to the layout man with the suggestions noted on margin: "Use gray-tone border. Break up set appearance of cuts. Allow ten-point for body. No initial, or small one, same as type-face."

It is not an uncommon thing to have three or four of these layouts drawn on one job, where the work is of enough importance. You will notice in this draft (Fig. 3) that the set appearance of the cuts on the page is eliminated and that a margin has been maintained that adds considerable dignity.

Let us suppose that this page had been placed in the hands of the compositor, and that the time of experimenting had been charged. Few estimators to-day allow enough time for experiments, and the use of these sheets results in the saving of a cost that can and should be eliminated.

Speaking of "guesstimating," let us take particular notice of the lower line on this diagram — hours estimated and hours consumed.

This is an educator. Have each page carry with it on this line the hours estimated, and have department place thereon the number of hours consumed. If the hours estimated exceed the hours consumed, congratulate the estimator, for he is one of the few, and credit the hours gained to efficiency on the job. If, however, the hours consumed are more than the hours estimated, charge it to inefficiency on the job and notify the estimator of the loss.

In a few months' time it will prove conclusively the hours necessary to do a varied assortment of work.

We need such tests as these to prove efficiency, and I believe this is to be a step in the right direction.

I could dwell on these or similar sheets, but one more illustration will give you an insight into their value.

Here I have departed from the custom of drawing only one layout on a sheet (Fig. 4) to illustrate one page and a title, which is a good rule to follow on any manuscript job.

Select a type-face appropriate to the work, and perfect, to the best of your ability, two pages for the customer's O. K. before entering further time on the job. This eliminates all questions of type or style, and will also be a wedge in your favor in any charge for alterations.

Another good point illustrated here is that on straight-matter pages with marginal cuts, the proof of cuts can be placed beforehand in the most appropriate position, and the copy given to any compositor. He will know at a glance exactly where and how much to break his measure, and the exact uniformity of margins will be maintained.

The title of this sketch is the motto of our corporation, and does not stand for harmony in the product alone, but harmonious conditions in every department, and the workings of each department with the others.

If your product drags, and causes trouble, a thorough investigation will reveal a lack of cooperation, which is the greatest foe to efficiency, and the evil must be remedied, even at the sacrifice of a valuable man.

This condition is wrong. No matter in what rush the job may be, it is an error to throw it into the composing-room in its original condition, without first having it "doctored," at least so it will be legible.

The editing of copy by the proofreader before it is given to the composing-room is another means of reducing the cost. The compositor has the office "style" before him, and there is absolutely no excuse for delay or a dirty proof.

If the customer is informed of the fact that it would result in a saving to have manuscripts whipped into shape, he will be willing to provide typewritten copy or pay you to do the work for him.

If you have no set style of punctuation, composition, etc., there probably is no better work on the subject in condensed form than the *United Typothetæ of America Style Book*, which may be obtained by addressing the secretary's office, 1650 Transportation building, Chicago.

The greatest evil in the composing-room is the lead-pencil. I do not infer by this that the instrument is not necessary, but it is much abused.

Neither do I suggest that you put in time-clocks in small offices, which, of course, are a necessity in the larger offices.

I do say, however, that you should take the lead-pencil out of the hands of the compositor, so far as recording his own time is concerned. This can be done by placing it in the hands of a trusted employee, preferably the foreman, who can mark down the job number on the compositor's ticket when he takes the job and the elapsed time when he returns it completed, thus getting the exact time consumed, and not the time the man thought he used.

The time actually consumed — not the time that you figure — is your cost; and, when you know for a certainty the time required on a given piece of work in your shop, you will know whether your shop conditions are normal or abnormal.

Never allow a compositor to have two, three or four jobs at a time. If it is necessary to use him on another job, make him deliver the job in hand to the foreman, and record his time.

This method will avoid all chance of error in charging time to the wrong job.

Loss of time is credited largely to lack of material, and it is hardly necessary to mention the fact that fewer faces and greater quantity is economy.

Shortage of material is the greatest hindrance to your

success, and is, in many instances, the reason that the composing-room is dubbed the losing proposition. Look into it; there is not a reason on earth why it should not pay, if given the opportunity.

To aid in keeping your plant free of standing matter, two simple tickets\* will be of value, the originals of which are 3 by 5 inches. The "dead" blank explains itself. If a form is to be held for the customer, then the "alive" blank should be dated and attached thereto, with the number of the slide on which it is placed, and at the end of the month its duplicate turned into the office to find out whether it can be released or not.

In the matter of distribution, in the smaller offices, if possible, it should be left to one man. In larger offices it should be placed in charge of one man, and he should be responsible. To accomplish this end he should be instructed that every man sent to him for this purpose must distribute jobs by their number and catalogue pages by proof. That is to say, that the distributor's name be placed upon each page of work that he handles. Fixing a liability definitely eliminates mistakes.

A good check on estimates can be easily incorporated that will secure the cooperation of your employees by having blanks prepared for the departments. Make your regular estimates, then call upon the various departments for their estimate. If theirs is higher than yours, change yours; but if the reverse is true, and yours is higher, leave it alone. If you get the job, make out the second slip and send it through with the ticket, and any honest workman will endeavor to deliver what he himself has passed upon, and will convince the men in his department that they must deliver. I find this scheme another very effective check on the estimator.

A "kicker" blank is used in several offices with good effect. It is in duplicate, folding up on the dotted line, size 5½ by 7 inches, folding to 3½ by 5 inches and tearing on the perforated line.

Where a charge for alteration time is made on a job, keep accurate time of the alterations on each page and attach the original to the proof for the customer, with the request that he file it for reference.

When billing the job, lump all alteration time and attach the duplicates of page alterations to the bill. In many cases this is not necessary, and that is why I call it the "kicker" blank; it certainly provides the best evidence of extra hours consumed that has come to my notice.

There is a great factor which I have not mentioned, and that is cleanliness. Mr. Roach — undoubtedly you have met this gentleman. Why is he so common to the average printing-plant? There is only one answer — "filth." It is not alone to exterminate him that you should wage a war that will drive him out, but cleanliness means a decided improvement in your output, and will save you more dollars in spoiled material than it will in insurance, and that alone will be no small item. Not only sweep, but scrub. The environment of a clean, sweet shop has a beneficial effect upon every employee, and there is no reason on earth why a printing-office should not be as clean as a perfect housekeeper's kitchen.

An Irishman having accumulated considerable wealth and having a craving for antiquities, purchased a grandfather's clock, which he wound with regularity, but which persistently refused to run. He at last decided to take it to a jeweler, and, being afraid an express man would damage it beyond repair, packed it down the street on his back.

\* NOTE.—Copies of these tickets may be had by writing the Munroe & Southworth Company, 1322 Wabash avenue, Chicago.

On his way he met a friend, who greeted him with, "Good morning, Mike. Say, wouldn't it be more convenient for you to carry a watch?"

Are you, like the Irishman, carrying the heavy burden, where a much lighter one would be more effective?

Franklin truly said, "The eye of the master will do more work than both his hands."

Upon the brain power exerted depends business life and growth.

The field in the industry is not limited, so do not be near-sighted, but keen to expansion, for the scope of the field your business covers is only limited by your own power of vision.



SKETCH BY S. J. KENNEDY, CHICAGO.

I DEEPLY sympathize with the earnest desire of the department officials to get rid of the deficiency they are fated to encounter every year, but I submit that the first real movement toward that end must begin with the substitution of a modern, up-to-date business organization for the existing antiquated system.— *Senator Carter.*





# MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

## Removing Magazine Entrance Partitions.

The following letter is from a Pennsylvania operator: "In the March (1912) number of THE INLAND PRINTER you gave instructions for replacing a broken partition in magazine entrance, and said in removing the rod in the curved plate to drive it if it does not move freely. I was discussing this with a machinist to-day, who says his attempt to drive out the rod resulted in bending the partitions. Is there danger of this, or was the machinist to blame? I have to put one in and should like to know."

*Answer.*—This rod always fits tightly and must be started by a smart blow. By using a rod of smaller diameter it should not cause the bending of any guides. Would advise the use of graphite on the rod before trying to start it out. When the end of the rod extends far enough to grasp with pliers, use this method and give a rotating motion to the right and left. This action will permit the rod to be taken out with the least resistance.

## Bad Faces on Slugs.

A Missouri operator writes: "We have made an attempt to remove the pot mouthpiece on our linotype, but so far have been unsuccessful. We waited until it was cold and also hot, and then drove against the mouthpiece in the direction of the keyboard, using the cutting-stick of a paper-cutter so as not to damage the mouthpiece. So far it has refused to yield to this 'treatment.' The machine has been in the office about two years, and the mouthpiece-jets clog up on long lines, preventing a cast of a good line. During the two years the mouthpiece has never been removed and we are of the opinion that dirt has accumulated back of the mouthpiece, preventing a free flow of the metal after changing from a short line to a long line. Heretofore we have had no trouble in opening the hole after casting a number of long lines, and inserting a wire in the holes of the mouthpiece. Please advise what we can do to loosen the mouthpiece without jarring the machine to pieces."

*Answer.*—If the mouthpiece has been in place only two years it is probably not at fault, the trouble being elsewhere. Send us a slug the size you complain of, answering the following questions: How often do you clean the plunger? How often do you clean out the cross vents of the mouthpiece? How often do you clean out the hole on the side of the well? When did you put in the last new plunger? With answers to the foregoing questions in hand we probably can help you.

## Distributor and Metal.

An operator in Columbus, Ohio, writes: "(1) I wish to ask you how I may remedy the bending of thin eight-point matrices in the distributor-box? The bending occurs mostly on the back edges. We filed back the seat of the matrix-

lift so it could take up only one thin matrix at a time. It worked well for a time, and then the bending commenced again. Have no trouble with ten-point matrices. I have read page 53 of the 'Mechanism of the Linotype.' How can you tell if the bar-point is worn? If an eight-point or thinner matrix is pressed against rail, and there appears to be some distinct space between matrix and bar-point, would it show bar-point to be worn? (2) How can one tell when metal has deteriorated so that it ought to be sent to smelter to be treated? My impression is that the longer we keep metal the softer it gets, though it will make clear enough slugs for ordinary printing."

*Answer.*—(1) You should have sent us one of the bent matrices for our inspection. However, we believe you will have to put in a new bar-point. The space between the vertical sides of the top rails and the bar-point should just allow the thinnest matrix to pass. When testing, observe how high the upper ears of matrices clear the corner of the vertical side of the top rails. If it fails to clear one-thirty-second of an inch, adjust by the screw in the matrix-lift cam lever. First turn out on the screw and then in slowly while matrices are in the box until the lift just picks up the matrices. (2) It is a usual thing to add new metal to the old occasionally, as this maintains its tone and quality. Where it has been used for a long period without new metal being added, it loses much of its good qualities in the dross that is skimmed off. This dross should be saved and either refined or sold to the smelters.

## A Leaky Crucible.

An operator in Florida writes: "(1) I have charge of a Model 10 linotype and am having trouble with the metal-pot. The machine is new, having been in use only about two months, but the pot crucible seems to be cracked, as metal drops down from the opening above the burner on to the burner. It only does this while the metal is being heated; throughout the remainder of the day the pot appears all right. We use a gasoline burner, and the metal has never been heated in less time than one hour and a half, usually about two hours. Would be glad if you could give me a remedy for this trouble, and also how to prevent a recurrence of same. Could the climate have anything to do with it? (2) Am sending you a matrix which is bruised on its lower front ear. Think it was done in the assembling elevator, as the matrices strike the elevator while assembling with unnecessary noise, sometimes bouncing entirely out of it on to the floor."

*Answer.*—(1) The climate has nothing to do with this trouble. The dropping of metal is quite likely due to the force exerted by the liquid metal under a covering of solid metal. Its tendency to expand when heated causes it to be forced through minute fissures or holes in the casting. As

a remedy, we suggest that you empty the pot, take out every drop of metal, and then put in a cupful of printers' lye in which a tablespoon of salt has been dissolved. Leave it in over night. The liquid should enter the fissures (if there are any) and cause the iron to rust. This will close the openings and should prevent further trouble. Remove the metal while the fire is going. Do not put in the lye until the pot is cold. The metal may be put in before the pot is dry, but the lid should be closed. (2) The damage to the matrix ears appears to be due to impact in the assembling elevator. This wear on matrices is normal, and you can not prevent it.

The following letter was later received from the operator: "About one month ago I wrote to THE INLAND PRINTER concerning trouble I was having with the metal-pot on the linotype leaking. I was given a remedy—that of letting printers' lye stand over night in the empty pot, you remember—which I immediately put to a test. Up to the present time I have had no further trouble with the pot leaking. I delayed letting you know the result of the test so as to give it a thorough try-out."

#### Damaged Mold Liners.

An Arkansas operator writes: "Some time since I sent you a slug from our Model 5 machine with the request that you give me a remedy for the overhang on the left end. You suggested that I try adjusting the left vise-jaw. I did this and cleaned the mold, but the trouble continues just the same, and the liner shows a depression as per enclosed slug. I would be very glad if you can give me a remedy for this trouble, as it is ruining thirteen-em liners about as fast as we can order and put them on, and the front office is beginning to ask me some very pertinent questions as to the cause of so much expense for these liners, two of which are enclosed herewith."

*Answer.*—The slug has a fin on the left end, and has a slight overhang of the face on the right end. On the slug received from you some time ago there was no fin on the left end; probably it had been broken off in transit. There was a slight overhang, however, just as appears now on the right end. We believe your trouble started about as follows: The liner received a bruise on the outside end that raised a slight bit of metal on its upper surface. This prevented the mold-cap holding it in place, and as it was moved out a trifle when the slug was ejected (because the right end is bruised and rough) it remained out until forced in by the left vise-jaw when the disk advanced to cast. The right edge of left vise-jaw is the place that the liner impinged upon, consequently it wore the liner down, with the result you see on the slug—a fin. The remedy lies in buying a new liner. You also need a new right-hand liner, for it is damaged also. Before putting in the new liners, remove the mold and clean it thoroughly by scraping it with a piece of brass rule. Nothing harder should be used. If the mold is kept clean and you keep the cap-screws tight you should have less trouble. If liners are allowed to work out they will be damaged by rubbing on the left jaw and soon cause fins to appear on the slugs. In order to prevent such troubles you will have to see that the mold-cap and base are kept free from particles of metal, so that the pressure from the mold-cap will hold the liner in place. Sometimes the mold-cap is warped and will not bear tight enough on the right end of the left liner to hold it in place, flush with the face of the mold. In such a case it should be sent to the Mergenthaler Company to be straightened. You can tell if it is warped by removing it and laying it on a clean imposing-stone and rubbing it a few times; it will then show where it is low. You can tell also by laying a

machinist's straight-edge over the ribbed side of the mold. If you decide it is warped send to the Mergenthaler Company for a "utility mold" that you can use while the company is fixing your old one.

#### Metal-pot and First Elevator.

An operator in Montana writes: "Kindly put me right on the following points: (1) The Model 3 on which I am working has been giving trouble in the metal-pot. For the past three years it has been necessary to keep a torch on the surface of the metal in the pot in order to keep it from freezing. It is possible sometimes to work several hours on a small slug, but just as soon as the sixteen-point recess or pica slug is put on, the surface of the metal freezes unless a steady flame is applied. The pot was repacked several years ago, but I do not know what kind of asbestos was used. However, the same trouble occurred before the pot was repacked. New metal has recently been purchased and old metal toned up. (2) Quite frequently a letter or two on the right-hand side of the line will fall out of the elevator-head just before the line is transferred to the second elevator. The letters interfere with the carrying of spacebands to the box, and sometimes they get in the spaceband-box and clog the spacebands. Just after the line rose from the casting position I stopped the machine and noticed that the right-hand side of line seems to set too far to the right in the elevator-head—the last letter setting directly against the pawls instead of inside of them. In the slug the letters overhang on the right side, but after I had adjusted the right-hand vise-jaw the letters still set against the pawls in the elevator-head."

*Answer.*—(1) In regard to the apparent lack of heat, you should place a thermometer in the metal and see what degree of temperature is registered. It should be approximately 550 degrees. This will enable you to determine if the fault lies with the metal or with the heat. If the temperature does not rise to this point it shows there is a lack of heat. To remedy this defect you will need to look after the burners and the gas supply. Your burners should show a full flame and the supply of gas should come through a ½-inch pipe or larger. If your gas supply is ample and the flame full, without blowing, it may be there are obstructions in the outlet to the chimney. The chimney should be explored with a piece of wire to remove soot, matrices and other obstructions; and finally, with a bellows, blow out the loose particles of soot. If the metal is too hard it will require a greater heat than 550 degrees to make it flow properly, so the remedy in this case will be to secure a proper blend of metal. (2) If matrices fall off the first elevator it may be caused by the pawls not extending into the elevator sufficiently, or it may be due to the back jaw having been deflected from the front jaw. Test by placing a matrix on the front jaw and observe the space between back jaw and back ear of matrix. There should be but a slight clearance.

#### Recent Patents on Composing Machinery.

Linotype Slug Saw.—C. L. Mohr, Janesville, Wis., assignor to Mohr Manufacturing Company, Chicago. Filed October 18, 1911. Issued August 27, 1912. No. 1,036,673.

Short-type Composer and Distributor.—W. A. Twining, Cleveland, Ohio, assignor to National Printing Machine Company, Cleveland, Ohio. Filed December 14, 1907. Issued August 27, 1912. No. 1,036,751.

#### GOOD WORK.

"That novelist says he takes his characters from real life."

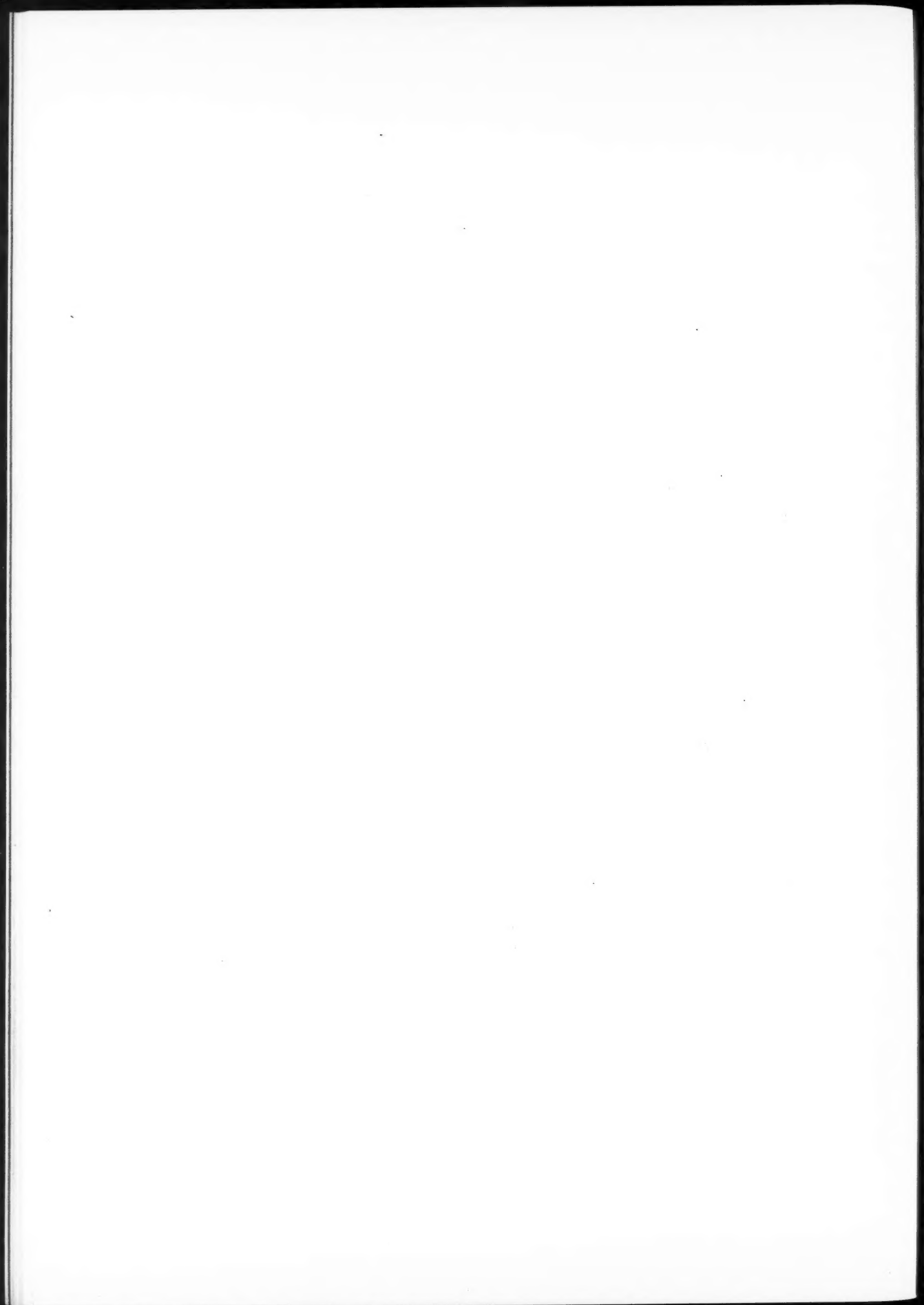
"He should be encouraged to keep on taking them," replied Mr. Growcher. "The fewer like them in real life, the better."—*Washington Star*.



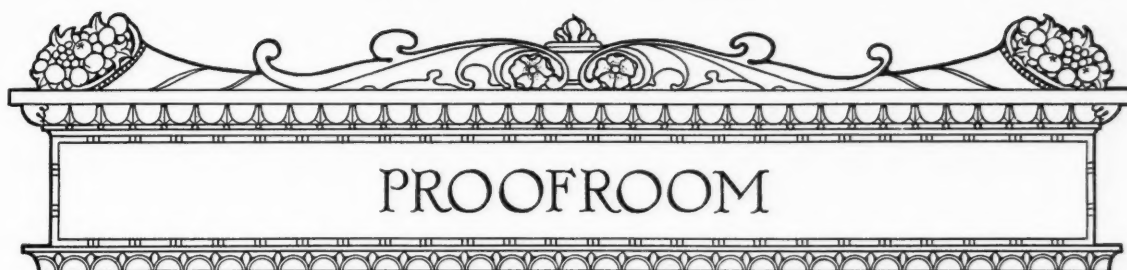
AUTUMN

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BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

#### Hours and Minutes.

E. C. S., Kamloops, British Columbia, writes: "Will you kindly advise me as to which is the right way of punctuating the following? '12;30 p. m.—Luncheon.' I claim that the foregoing is correct. While I am willing to admit that I believe there is more than one correct way, I fail to see that '12.30 p. m.: Luncheon,' which is the way I was told to set it, is correct."

*Answer.*—There is nothing incorrect in either of these forms except the semicolon in the first, which may be accidental. The letter was typewritten, and the semicolon may have been intended to be a colon. If that is so, the question may not be meant to apply to the form of the time only. But that is the point of most general interest anyway. The rest may be dismissed with merely saying that one way is as good as the other, and the only choice depends on the preference of the one for whom the work is done. It would be hard to decide whether hours and minutes are more often separated by a colon or a period. No one uses a semicolon. My own preference is for the colon, because that keeps it different from the form used for decimals. De Vinne says: "Hours are usually separated from minutes by a period, as in 11.30. Sometimes the period is inverted, as in 11:30, and sometimes a colon is unwisely used, as in 11:30." Mr. De Vinne would not have found it easy to tell why he said the colon is "unwisely" used. Horace Hart prescribes the period. The *Style-book of the United Typothetæ of America* and McDermut's "Typographic Style-book" both say, "Use the period to separate hours and minutes and the colon to separate minutes and seconds," but neither of them gives a reason. The "Stylebook of the Chicago Society of Proofreaders" and the "Manual of Style" of the University of Chicago Press both say to use the colon between hours and minutes.

#### A Useful Text-book Needed.

E. E. R., West Berkeley, California, writes: "Will you advise me where I can obtain a text-book on spelling and punctuation? If possible, I should like to get a book small enough to carry with me, so I could study it going to and from work. What I want is a book that covers punctuation fairly well and gives some rules for spelling, with a list of words commonly misspelled."

*Answer.*—This suggests a possibility of making a very useful book, of a kind not now in existence to my knowledge. A small book is called for, but one involving so much work that its maker might never be paid for his labor. The nearest approach to what is asked for, so far as I know, is my own book on "Punctuation," published by D. Appleton & Company, New York, price \$1. It includes a list of words ending in *-able* and *-ible*, but nothing else by way of help in spelling. A "Manual of English Pronunciation and Spelling," by Soule and Wheeler, published by

Lee & Shepard, Boston, gives rules for spelling and a large list of words; but it has nothing about punctuation, and is rather large, although an earnest student might not find it too large. It is about eight inches high and five inches wide, and contains 467 pages. The same firm publishes Benjamin Drew's "Pens and Types," which is a very useful work, small, and treats punctuation fairly, besides giving a somewhat meager list of words spelled variously by different authorities, but no rules for spelling. But the best book I know of, as giving general information about type-composition, though naturally I think my own treatise on punctuation is better than what this book has on that subject, is De Vinne's "Correct Composition," published by the Century Company, New York. "Words commonly misspelled" might include almost every word in the language except the easy ones that everybody knows how to spell. No selected list is likely to include every word that is subject to doubt. The only source of information that will meet such demand is the largest dictionary.

#### Compounds and Divisions.

M. D. M., representing the magazine *American Photography*, Boston, Massachusetts, writes: "On pp. 713 and 714 of a recent issue of THE INLAND PRINTER are two short articles by you which are of great interest to us. In the first place, it is interesting to read your remarks about dictionaries, but we question whether any dictionary can be as good authority on usage as such a book, for example, as Prof. Hill's 'Beginnings of Rhetoric and Composition.' It seems to us that your work, as outlined in the article, should make the new edition of the Standard a much more useful book. Now, regarding hyphens, I believe that they are not used often enough, particularly where the construction or word-order is such that an ambiguity might arise. In our own magazine it is a question whether or not to hyphenate such compounds as printing-frame, fixing-bath, developing-tray, lantern-slide, etc. In the case of the last, we have recently ordered the proofreaders to set it as one word, following our usage on such compounds as overexposure, underexposure, highlight, halftone, background, etc. We should be much pleased to learn your opinion on some of these points. Our editor and our proofreaders argue that a hyphen should never be used if it can be avoided, whereas I note with approval your statement that in the new Standard 'every one of these words has a hyphen.' It seems to me that when two words are used to form a compound noun they should be joined by a hyphen if relatively new, and used as one word if long established."

"The vexed point is the compounds like printing-frames, in which there is a possible confusion for the eye when the hyphen is omitted. Would you think it advisable to run them as one word? It is a difficult thing, in prac-

tice, to get the hyphens in where the editors think they belong without running up a big bill for authors' corrections. Referring now to the other article, about divisions at the ends of lines, should you vote for photo-grapher or photog-rapher? It has seemed to me that the first is preferable because of the etymology, photo, stem of photos, and graphein, in which, I think, the Greek would hardly admit the separation of the gamma from the rho. In general terms, are you in favor of hyphens or single words?

"Please note also our practice in the case of formulas, as in the enclosed clipping from the magazine. We prefer to omit the punctuation just before a formula set in six-point in an eight-point page. In fact, the tendency of our printer is to rob us of punctuation to such an extent that the eye runs on when it should be gently checked by a comma, for instance, and thus musses up the sense. It has always seemed to me that punctuation is intended to help the eye, whereas the modern tendency is to withdraw such help and forbid one to vary sentence-structure for the sake of ease and variety of style."

*Answer.*—All unabridged dictionaries are the best authorities possible on usage, if people know how to use them. Each word in them is defined in each of its established senses, and differences between synonymous words are explained in separate paragraphs. The Standard Dictionary contains, besides, a separate department on "Faulty Diction," the matter of which is preserved in the new work, but distributed into various places in the vocabulary order. Professor Hill's book is none the less good and useful, but its only real advantage over the dictionary consists in having the rhetorical phases of language treated collectively.

My opinions on hyphens are given much more fully in the Standard Dictionary than they can be given here. I also believe they are not used often enough. It is a simply astounding fact, though, that this phase of the English language has been so little studied and systematized, and literature shows great confusion. I should never have any of the terms mentioned in the letter without a hyphen, except background and those with over and under. In general terms, I am in favor of hyphens in certain classes of words and of solid words in other classes. The hyphen connecting two words makes the form so produced a single word; hyphen means "into one"; and a solid word made of two words is a compound word just the same as if it had a hyphen. Until I began work on my first book, "The Compounding of English Words," I thought I was firmly convinced that hyphens were simply useless nuisances; but a little real study convinced me otherwise, and a little more study confirmed that conviction. That work induced Dr. Funk to ask me to edit that department of the Standard Dictionary, which I did. I first made a list of all compound words as I would have them appear, and that list was submitted in print to hundreds of scholarly men for criticism and suggestion, with the result that the whole matter was left in my hands without restriction. Afterward that list was published separately, as "English Compound Words and Phrases," which is just now out of print. The forms will be unchanged in the new Standard.

If I edited the magazine, or anything else, I should insist on having the proofreader supplied with that book, in which I should mark changes and insert new words from time to time. I should instruct him to make that list final authority and to consult it freely, but not often enough to involve serious loss of time. He would soon learn that certain classes of words all have the same form and what that form is, and thereafter would need to look up his authority comparatively seldom. Meantime I should not

insert hyphens as authors' corrections except when the sense is changed or obscured by their absence.

As to divisions at the ends of lines, I thought I had expressed my choice very clearly in the article referred to. The etymological idea would not work as a guide in any but the familiar words like the one instanced. No practice is possible for general understanding except to divide into syllables, and a syllable is a sound. The sounds in the word are pho, tog, ra, and phy; therefore the only possible correct division is pho-tog-ra-phy. Greek would not admit separation of the gamma from the rho, but what is in question is English, not Greek.

As to punctuation in the special places referred to, some of these places are correctly left without a point, namely those where the formula follows the word "is." Where the formula is introduced by "as follows," or "for example," a colon and dash precede it in one instance and a colon only in another. The dash is utterly useless; the colon only is right. Some of what else I might say about punctuation is said herein in a separate article. My way would be to punctuate my manuscript and insist on having the printers reproduce it without change.

Written for THE INLAND PRINTER.

### THE VALUE OF PUNCTUATION.

BY F. HORACE TEALL.



VERYBODY knows — everybody who knows anything of such matters — that proper punctuation is helpful in reading-matter, because it serves to determine the exact meaning. Improper punctuation frequently has the opposite effect of making the expression obscure. In fact, there is little that can be said about this that has not been written many times before, but some good result should follow a new presentation of the subject, which is still often misunderstood.

John Wilson's "Treatise on English Punctuation" is the most noted work of its kind. Here are a few sentences from its twenty-fourth edition, being but a small part of an introduction well worth careful study in full by every person: "It is indisputable that punctuation does conduce to make written language more effective, by exhibiting with greater precision and definiteness the ideas, feelings, and emotions of an author, than could be accomplished by a mass of words, however well chosen, if brought together without those peculiar marks which show the multifarious varieties of union or of separation existing in thought and expression. For what is punctuation, and what its aim? It is the art of dividing a literary composition into sentences, and parts of sentences, by means of points, for the purpose of exhibiting the various combinations, connections, and dependencies of words. And what is this process but a means of facilitating that analysis and combination which must be made, consciously or unconsciously, before we can penetrate to the very core of an author's thoughts, and appropriate them as food for the life and growth of our own minds?" The rest of the first section of the introduction, which is headed "The Importance and Uses of Correct Punctuation," is equally entitled to careful consideration. But one fault seems apparent in it, and that was not so likely to be thought faulty when it was written as it is now. It consists in superabundance of pointing. Practice has changed greatly in the meantime.

A common misapprehension exists in relation to the subject, which may possibly have arisen from the unneces-

sary frequency of punctuation-marks in print when Wilson wrote. Most people, or at least many people, think of the art of punctuation with reference only to its prescriptions for insertion of points, while in fact it includes equally the proper exclusion of points from places where they are erroneous and from others where they simply are not needed.

It must have been such misapprehension that led to the following expression of opinion in the *Times* of Washington, D. C., in 1898: "A treatise on 'Punctuation,' by F. Horace Teall, has just appeared. Such a treatise is not quite as necessary now as it might once have been, owing to the prevailing fashion of writing in a style which insures clearness independent of punctuation." The existence of such a prevailing fashion, now or at any time, would be as hard to prove as any other impossibility. It would not be half so hard to prove that such a treatise is needed now as much as ever.

The principal of a school, on being asked to look at the same book, exclaimed, "We have no use for punctuation." Of course he meant that he did not think much of books on the subject, and it must have been because they generally have so many rules that it is too burdensome to learn them. He was so sure that such a book must be so written that he would not even look at one that would have proved otherwise at a glance. Instead of Wilson's twenty rules for commas and twenty exceptions—really forty rules—it gives just one short and clear rule, with examples of its various applications.

We may presume that the critic of the *Times* would approve as clear without punctuation the following, from the *Sun*, New York, where it appeared without a comma: "Neither when the Department of Justice decided to conduct its suit against the Standard Oil trust nor when it proceeded against the sugar trust nor when it proceeded against the tobacco trust nor on any other occasion when any other suit was undertaken nor in connection with any piece of legislation nor in connection with any appointment nor in connection with any other act of any kind whatsoever by the Administration did any man ever come to me or approach me directly or indirectly and ask for any favor or that any action be done or left undone because of any contribution to the campaign."

But is it not vastly improved by insertion of the commas that unquestionably should be in it? Here it is with the commas: "Neither when the Department of Justice decided to conduct its suit against the Standard Oil trust, nor when it proceeded against the sugar trust, nor when it proceeded against the tobacco trust, nor on any other occasion when any other suit was undertaken, nor in connection with any piece of legislation, nor in connection with any appointment, nor in connection with any other act of any kind whatsoever by the Administration, did any man ever come to me or approach me, directly or indirectly, and ask for any favor, or that any action be done or left undone, because of any contribution to the campaign."

Here is another quotation from the *Sun*: "Mr. Taft's campaign is already in the waste basket. The fight now is exactly what it was in the Presidential primary States—it is anything to beat Roosevelt. Look at that great turn-out of the miners in Wilkesbarre. What does that mean? That these plain people, these good, hard working men are enlisted in the Penrose cause, a cause which has always been measured high and low, by and wide by the use of money."

Two more commas should appear in the last sentence, but their presence or absence is of no importance com-

parable to the error for which it is quoted. Mr. Perkins spoke of a gathering to hear Col. Roosevelt speak. As the last two sentences are printed they appear like question and answer. The point at the end should be a question-mark, not a period, and any schoolboy should know enough to use the proper mark. Mr. Perkins's meaning is very plainly shown by context to be the same as if he had said, "Does it mean that," etc. With the period at the end he is made to assert that it does mean that those men are enlisted in the Penrose cause, when he really says, by implication, that it does not mean that.

What does all that is said in this article mean? That proofreaders should know punctuation better than they do? Yes, better than some do. Many proofreaders are, of course, excellent punctuators. Many are at least as good as the author of the book mentioned, including a large number who do not always punctuate exactly as he would. That is largely why that book gave but one rule for the use of commas, and left as much freedom as possible for unimportant variations in their use. Any punctuation that actually helps to make reading clearer is good punctuation. Any other is bad. And it does not always follow that a long sentence needs commas.

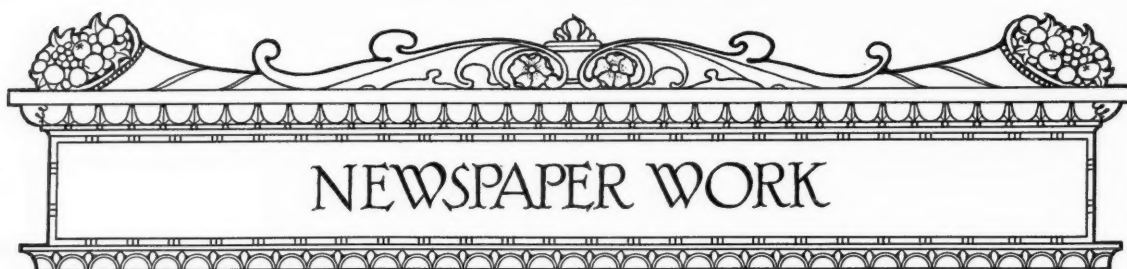
Lessons in punctuation are more needed by writers than by proofreaders. Every writer should consider punctuation as important an incident of his work as the words themselves, for he may find his meaning frequently perverted, even by a good proofreader, if he does not punctuate it himself. A medical student got his diploma by having the writer of this punctuate his thesis, which could only be done correctly by questioning the student as to his exact meaning. His thesis was excellently worded, but full of expressions whose meaning would be perverted by a misplaced comma, or by the absence of a needed comma or the use of one not needed.



Ornament by J. G. Schelter & Giesecke, Leipsic.  
From Schweizer Graphische Mitteilungen.

It is idle to take up such questions as apportioning the cost for carrying second-class mail matter or the proper compensation of railroads for transporting the mails until we shall have established business methods in postoffice affairs by a reorganization of the whole postal system.—*Senator Penrose.*





BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

**Ad.-setting Contest No. 34.**

On page 876 of THE INLAND PRINTER for September was announced Ad.-setting Contest No. 34, together with the copy and rules. This contest promises to be even more interesting and helpful than any which have gone before, as the ad. is a larger one, giving more opportunity for the display of talent. The number of entries up to the time this article was written was not as large as usual, owing no doubt to the ad. being a large one. This has always been the experience with these contests. Where the ad. is small, requiring but little work, the number of entries is large, while fewer compositors are willing to undertake an ad. requiring more thought and labor. This condition has its advantages, however. It makes it practically certain that there will be enough sets of ads. to go around, thus assuring every compositor who enters, no matter if he does get his specimens in late, of a set of the ads. It is doubtful if there will be many more than one hundred entries, and as there will be two hundred sets of ads. there is apparently no question but what there will be enough for every compositor who enters. The contest does not close until October 25, so there is ample time to enter, and perhaps the last one in will be the best and the compositor will enjoy the distinction of having his work reproduced as an example to others of the best arrangement. Those who miss this contest will undoubtedly miss one of the best. Look up the copy and instructions in the September issue and send in your entry as soon as possible.

**Progress Edition of the Williamsport News.**

Last month the Williamsport (Pa.) News published an "Industrial Progress Edition" that was not only a very creditable number but contained a rather unique feature. The regular size of the News page is seven columns, but in the second section of this issue each page was divided into two pages of four columns each, making an attractive twenty-page magazine form. Twenty-five thousand extra copies were printed of this issue, and this in connection with the novelty in shape probably aided materially in securing the very satisfactory showing of advertising.

**"The Nation's Business."**

Something new in the way of a periodical—the Nation's Business, published by the Chamber of Commerce of the United States—appeared early in September at Washington. It is a seven-column, eight-page newspaper, designed to learn and exploit the resources of the United States. As stated in its leading editorial, the motive of the Nation's Business is "to place before the editorial writers of the country and the officials of organized efforts the constantly varying phases of development connected with the resources

of the nation, so that knowledge may be widely increased and constructive suggestions become quickly known in every nook and corner of our far-flung territory." The paper carries no advertising. It will be sent regularly to those interested for \$1 for twenty issues.

**How Not to Set a Program.**

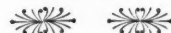
If the expression had not been "canned" long ago, the program reproduced herewith might easily be termed a "horrible example." The compositor did not go so far

**TO-NIGHT**

ETHEL TUCKER AND COMPANY

IN

THREE ACT COMEDY

**"BABY  
MINE"****Cast of Character**

Col. Bowser	Mr. Edward Hearn
Mal. Meekman	Mr. Lee G. Tyrrell
Jerry Fast	Mr. Melvin Mayo
Harry (That awful boy)	Mr. Edw. J. Battreall
Prof. Thompkins, (of Albany)	W. H. Ruswick
Mrs. Bowser, -Baby's Mother-	Miss Ethel Tucker
Mrs. Meekman	Miss Alice Errol
Lucy Mason -The baby-	Miss Helena Shipman

**SYNOPSIS**

Act 1. The Baby Arrives.  
Act 2. Who Owns the Baby?  
Act 3. What Shall We Do With the Baby?

A "horrible example" in programs. Note the spacing and different faces of types, column alignment, etc.

wrong in selecting the relative sizes of display, but note the spacing and note particularly the different faces of type, the wrong fonts, and the perfect (?) alignment of the second column in the "Cast of Characters." This specimen was submitted by Edward C. Sterry, of Kamloops, British Columbia, who suggests that the compositor enroll at once as a student of the I. T. U. Course.

**"Big Four" Papers Progressing.**

William J. Ellis has a string of four papers in Bucks county, Pennsylvania, known as the "Big Four," which are experiencing a period of rapid progress. Two of these—the





sale could have been used to advantage. No. 3 comes from J. J. Marx, of the Springfield (Ill.) *State Register*. This is a good piece of work from a typographical standpoint, and the effect would have been even more striking if the ornaments had been omitted. It is a question whether it is advisable to adopt an arrangement of this kind where it necessitates the use of type which is so condensed as to be almost illegible. J. B. Miller, of the Bucklin (Kan.) *Banner*, sends a double-page ad. which is too large for satisfactory reproduction. This is unfortunate as it is well balanced throughout. Several excellent ads. come from Elmer E. Lore, of the Emporia (Kan.) *Gazette*, and another full page (No. 4) is selected for reproduction, as it shows the advantage of a liberal amount of white space between panels. Note how nicely each stands out, not only giving added emphasis to each group of bargains, but making the whole ad. a model of typographical neatness. If it were not for the illustration in the upper corner the principal display at the top would certainly have been too small, and even as it is, a larger line would be advisable. The next ad. (No. 5) is quite a different proposition. This was set by a printer on the Indianapolis (Ind.) *News* who failed to sign his letter. Here is an ad. badly crowded but well balanced and nicely displayed. The sameness is nicely relieved by the use of rules of three different kinds around the panels, each group of bargains being emphasized by contrast with the groups adjoining. From a large number of ads., mostly full pages, sent by T. J. Jude, of the Racine (Wis.) *Journal-News*, one is selected (No. 6) on account of its novelty. It is doubtful if the casual reader would notice

**R. F. Herndon & Co.**

**FINAL CLOSE OUT OF SUMMER DRESSES**

One lot of French Percale Dresses, \$3.25 values, for \$1.50. Sizes 13, 15, 17.

Polka dot Lawn Dresses, \$3.00 value for \$1.50.

Fine Zephyr Gingham, \$5.00 values, \$2.69.

**R. F. Herndon & Co.**

No. 3.—From J. J. Marx, of the Springfield (Ill.) *State Register*. A more striking effect would have been secured by omitting the ornaments.

that the heavy rule outlines the letter "F," which is the initial of the advertiser. The initial in the first display line should have been larger, in order to draw more attention to this feature. Mr. Jude sets some excellent ads., his only difficulty being an apparent failure to realize the value of white space, as he always uses type which will fill every

corner. Next is a double-page ad. from B. Franklin, of the Corpus Christi (Tex.) *Democrat*, too large for reproduction. This is unfortunate, as it is an excellent piece of composition. The only improvement might have been the use of rules of different sizes around the panels similar to those in No. 5. Two kinds of rules are used, but the contrast is not sufficiently marked. Alfred Steinman, of the Modesto (Cal.) *Herald*, keeps me well supplied with good ad. specimens, his latest contribution consisting of about fifty samples. One of these is reproduced (No. 7), as it

**Our Annual Three-Day Sale of Undermuslins**

Beginning Thursday February 1, With a Most Interesting Special of values in which all are secured in pairs.

After much preparation and planning, we shall start Thursday, our Annual Undermuslin Sale, with a special of values in which all are secured in pairs. We have limited quantities of each item, and the sale will be a real bargain. We have a large stock of all the latest styles in undermuslins, and we are sure you will find something to suit your taste. The sale will be a real bargain, and we are sure you will find something to suit your taste. The sale will be a real bargain, and we are sure you will find something to suit your taste.

Assortments are complete in every line. Immense diversities in every sort of Muslinwear are included. These low prices provide superb values that no woman should miss.

**Drawers**

**Children's White Dresses**

**Children's White Dresses**

**Infant's Slip-Over Dresses**

**Bewitchingly Dainty Night Gowns**

**Princess Slips**

**Combination Suits**

**A Special Purchase of Dainty White Shirtwaists**

**Children's Muslinwear**

**CORSET COVERS**

**Women's Skirts**

**Infants Slip Gowns**

**ROBARAUGH DRY GOODS CO.**

No. 4.—From Elmer E. Lore, of the Emporia (Kan.) *Gazette*. The advantage of a liberal amount of "white" is here illustrated.

shows an unusual border and cut arrangement. One good feature of Mr. Steinman's work is the good use he makes of white space. He nearly always manages to have liberal margins and ample space between panels. For the benefit of those who contemplate sending ads. for criticism let me request again that such ads. be mailed flat. It is practically impossible to examine and compare ads. which have been tightly rolled, as they will not lie flat. Ads. may be folded, but even then it is not advisable to fold them smaller than about 8½ by 11 inches. Address all letters and ads. as directed at the head of this department.

#### Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

**Bucklin (Kan.) *Banner*.**—Your "Educational Number" was nicely arranged, but it was too bad that you had to run pages 2 and 11 blank. If you would use a little more impression it would be an improvement.

**Corpus Christi (Tex.) *Democrat*.**—Your paper is an exceptionally attractive one from every viewpoint. It would be better if heads of the same size were not run in adjoining columns, and if advertising was

## CONCRETE WITH SOAP IN IT.

“Soapy water is used in mixing the concrete, the amount used being six to eight pounds of ordinary potash soap, known as ‘green soap,’ for each cubic yard of concrete. It is even possible to waterproof concrete walls already made, by applying a coating, in two successive layers, of soap-water concrete. The best plan is to make the first layer of small broken stone about half an inch in diameter, bound



**Get Into Your Own Suit—**

**YOURS** in every detail—in its fit, its entire make to measure cut and feel. Your size in a **Pack Suit** is draped and tailored in perfect conformity to your body. You feel and know that every thread of its fabric is all clean, sound wool. There isn't a stitch, a seam, a line or button or buttonhole that represents a risk to you. Everything extraordinary but the price.

**\$15    ::    \$20    ::    \$25**

**—Schafer's**

*Schafer's*  
Made in Germany

No. 7.—From Alfred Steinman, of the Modesto (Cal.) *Herald*. Mr. Steinman makes good use of white space.

with cement mixed with soap-water in the proportion of 800 pounds of cement and 30 gallons of water to the cubic yard. This layer is put on  $3\frac{1}{2}$  inches thick. The second layer, which is only half an inch thick, is of a mortar made of one part cement, three parts of fine sand, and a proper amount of soapy water. It seems that the free lime which cement always contains gives rise, by combination with the alkalin elements of the soap, to a calcium oxid that is impermeable to water and fills up all the pores of the concrete."—*Translation made for the Literary Digest.*

## DANGERS IN THE CELLULOID INDUSTRY.

That the peril of celluloid working is not confined to its inflammability alone is pointed out in the new regulations in regard to the working and finishing of celluloid articles, issued by the ministry of Saxony. According to a statement accompanying these regulations, there is also the danger of poisoning by prussic acid, which is produced when celluloid burns. Experiments, made by the Hygienic Institute at Leipsic, have shown that 5 grams of celluloid scraps ignited in the open air will produce about 0.05 grams of prussic acid, a quantity sufficient to kill one person. The danger is increased when celluloid working is done in the small rooms of private dwellings with poor ventilation.—*The Keystone*.

Modesto (Cal.) *Herald*.—There is still room for improvement in the presswork—a little more impression would make a big change in the appearance of your paper. Some of the lodge emblems on the sixth page appear to be completely worn out. Advertisements and make-ups are excellent.



## *A Study Course in Advertising*

LESSON VIII.—BY THE MASSACHUSETTS SCHOOL OF ADVERTISING.



WHILE the history of advertising takes us back, some claim, as far as the Middle Ages, the advertising of to-day is distinctly a modern institution. It is only within the last few years that the work has been given over to the specialist—the trained advertising man. But the merchants, even in the smaller cities, are rapidly realizing that advertising, if not a profession, is an art requiring an amount of training and skill which they have not time to acquire. Yet in the face of these facts the advertising man is not ever likely to find his task an easy one. The successful merchants, and consequently those who do the most advertising, are shrewd business men, and invariably look for a liberal sprinkling of business acumen and common sense in those to whom they trust their advertising problems. There is a widespread notion that an advertising man needs only a command of the English language to be successful. Some advertising men accept this notion, though they are becoming harder and harder to find, and herein is the beginning of much trouble.

The work of the advertising manager requires certain executive ability, a good fundamental knowledge of business conditions, an understanding of the principles of salesmanship, and a working knowledge of human nature.

The advertising manager must know how to spread his appropriation over a given period of time in a way that will reach the greatest number of people at a time when they are in a purchasing mood. If he is working in a manufacturing center where the factories pay on Monday, he must use the Monday evening and the Tuesday morning papers with copy that will reach this class of buyers. He must know the class or classes of people who are the logical and natural customers for his store, and make the proper appeal to them.

He must know the seasons in which his various articles of merchandise sell most readily. He must judge with reasonable certainty how far it will be possible to push an out-of-season piece of merchandise. For example, if he knows that a sufficient number of the store's natural customers go South in the spring, it will pay him to advertise suitable articles to them—straw hats, light suits, bathing-suits, cameras, thermos-bottles—according to the business he is advertising.

It is clearly understood that the ultimate end of all advertising is to sell goods, yet the advertising manager must know, in so far as the immediate effect is concerned, that retail advertising should be divided into two classes—namely, that which secures new customers and that which promptly moves goods. To be sure, general local advertising, which has for its immediate effect the gaining of new customers, will undoubtedly sell some goods promptly, and so bargain local advertising will attract some new customers, but as we get a little deeper into the subject it will be seen that each class, while always overlapping to some extent, has its distinct effect on the business as a whole.

Were it a requirement of each advertisement that it pay

for itself in prompt and traceable sales, the volume of advertising would be reduced by probably over fifty per cent. Good local bargain advertisements should always do so, but even the best of local general advertisements seldom do.

Take the case of a printing establishment. Mr. Smith reads one of its advertisements, and is favorably impressed with it. Just at that time, however, he has nothing to offer this concern, or perhaps he may feel that he is "tied up" to some extent with another printer.

Six weeks or two months pass by and a job comes up which, for some reason, he wishes to send to this concern. He remembers the advertisement and sends in an order, which is executed to his satisfaction, and which results in his giving the major part of his work to the printing establishment whose advertisement he read.

The above illustration may be varied. Mr. Smith may have read several of the printing establishment's advertisements and become fully convinced of the merits of the printing, yet not actually favor the house with an order until one of its salesmen happens in. In this case some credit may be due to the salesman, but the major part should be credited to the advertisement.

It is most necessary for the advertising manager to know what class of trade he desires to secure. For example, using again the printing establishment as an illustration, advertisements exploiting cut prices will not draw a desirable class of trade. Those buyers of printing who are influenced by such advertising will not only go somewhere else the moment another cut in price is offered, but will probably not supply a class of work desirable in building and enlarging the business. On the other hand, by making an appeal to quality and keeping price reasonably in the background, good and profitable customers may be secured.

Exclusive elements of appeal are of great value in aiming the advertising more directly at the exact class that it is desirable to reach. For example, a stationery store wishing to develop its field among business houses rather than cater to the social trade of the city could profitably devote considerable of its advertising space to a particular brand of filing devices and supplies. Not only would the advertisement reach the best class of buyers, but it would most undoubtedly secure considerable other business from these men. Office furniture and other appliances would answer the same purpose, the idea being to identify the store with a class of merchandise known to be purchased by the men who are wanted as customers, and to give the store a distinct standing among the various businesses of the city. It is understood that such advertising is not recommended to the complete exclusion of other articles, but should be used in the nature of a leader.

One of the most important parts of the advertising manager's work is the consultation with the proprietor or directors over the amount of money to be expended during the year.

There are three methods by which the advertising appropriation may be determined. The first, and by long



odds the poorest, is more or less arbitrary. It consists in summing up the amount of advertising done by competitive houses and then "keeping even" or "going them a little better." The chief objection to this method is that in so far as the advertising is concerned the business is being run by its competitors and not by its own best interests. We may say, in passing, that the advertising of all competitors should be studied, however, both in volume and purpose.

The second method, and the safest, is to determine the appropriation by the previous year's sales, more of which will be said later.

The third method is to add to last year's sales the amount that may reasonably be expected as a gain and use this for the basis of calculation—assuming that the advertising will be well done, that the business conditions are at least normal, and that the business itself is in a healthy condition. This plan has much in its favor. Surely it is the boldest, but in the spirit of the old adage, "nothing ventured nothing gained," it offers the fullest opportunity of the three.

While the percentage of sales that should be spent in advertising must in some measure be determined by the ultimate conditions of the business in question, no small amount of consideration should be given to results obtained by the leading merchants of this country after years of experiment. These merchants devote to advertising from three to five per cent of their total sales, and the average is practically four per cent. A small and growing business should devote nearer five per cent than three per cent, while a larger and better established business may safely devote under four per cent.

Two facts bearing closely upon this matter, the self-evident, will be mentioned. One is, the great object of any business to turn over its capital as many times during the year as possible—the more successful the business the more frequent the turn-over. The second is, with so few exceptions that they may be left out of consideration, the backbone of a business is its steady trade—its reorders from its regular customers.

Good advertising has so direct a bearing upon both the turn-over of capital and the securing of regular customers, that the concern which does not make adequate use of this force is working at a great disadvantage. Good advertising not only creates business, which means turn-over of capital, but it brings in new people to fill up the gap that is constantly being made through death, change of location, or change in patronage in the ranks of the concern's patrons of to-day.

The advertising man may in many cases find it difficult to persuade his concern to devote a sufficient amount to enable him to carry out his work as it should be carried out. This is one of the tests of his ability. It is deplorable, but true, that he will often be handicapped because his concern has tried advertising and found it did not pay. But a thorough analysis of the previous work will almost invariably show that the advertising was conducted poorly and probably haphazardly.

But regardless of the size of the appropriation the advertising manager may secure, he should insist upon knowing what it is to be for the entire year—otherwise he can not make a proper distribution of the money over the given period, and will in consequence spend either too much or too little in some portions of his time.

Just how best to apportion the year's expenditure has been the subject of many a controversy. Some claim that to advertise when business is light will bolster up poor trade. But obviously this will be handicapping the adver-

tising, because if business is light from natural causes, as in the summer-time when people are away and when newspapers are not read as thoroughly as during the long winter evenings, it will be much more difficult to force the trade than when people are naturally buying. This holds good in rainy weather, in extreme hot or extreme cold weather. The exception may be found in department stores and in others catering to women. These, on Mondays or other days when trade is generally light, can institute hourly bargain sales and similar "stunts" to draw out the people.

For the general business, however, it is much safer to advertise when people are buying, and this can be done very easily this way: If the advertising manager is given an appropriation amounting to five per cent of the previous year's sales, he can ascertain the sales in each month of the past year, and use five per cent of those sales in a corresponding month of the present year. In other words, if in April of the year in which his appropriation was based, the sales amounted to fifteen per cent of that year's entire business, then in April of the present year he should plan on spending fifteen per cent of his total appropriation. This will keep his advertising heaviest where it has been proven the most business is naturally to be had. Variations easily suggest themselves. For instance, instead of using one year's sales as a basis, the past three, four or five years may be taken. So if the total April business for five years has been seventeen per cent of the total business for that period, seventeen per cent of the entire appropriation should be used in that month.

Closely allied with the distribution of the appropriation through the different months of the year, is its distribution according to the mediums used. No arbitrary method can be used in this work, but a close study of our lesson on mediums, together with the past experience of the business that is being advertised, will give the advertising manager a basis upon which to work.

It may be said that in the great majority of retail businesses close to seventy-five per cent of the appropriation goes to the local newspapers, the remainder being divided between street cars, billboards, circulars, charity, etc. The amount devoted to newspaper space is governed to some extent by local conditions. In a city where it is necessary to use several daily papers to reach the desirable people, the proportion of the appropriation will naturally be greater than in cities where one or two newspapers practically reach all of them.

In the distribution of his appropriation the advertising manager should never fail to allow a margin for unexpected expenses. Even with the most careful planning something is sure to come up that will call for additional money. Even if nothing has been forgotten there are almost always conditions requiring heavier advertising than can possibly be planned a year ahead. As for the amount, ten per cent of the total appropriation may carry the manager safely through, and if he is thoroughly familiar with conditions more would not be recommended. But if the business is new or the advertising campaign planned along new lines, fifteen per cent would be the safer estimate.

The general advertising policy of a store must, of course, follow closely its general business policy. Some stores—for example, Tiffany & Co., of New York—cater only to "high-grade" trade. Other stores cater to the cheaper and bargain element. Probably the majority endeavor to steer a middle course.

In catering to the "high-grade" trade, bargain advertisements are distinctly out of place. For the cheaper element the bargain form of advertisement is most effective. The middle-class store must endeavor to find a happy com-

bination of "quality" advertising with an occasional introduction of the bargain idea. This is generally done by conducting seasonable sales.

The advertising manager, in addition to the study of the store's policy, must know to a certainty the character and quality of its merchandise. It is obvious that the type of "copy" that would appeal to the Tiffany & Co. patrons would not appeal to the "cheap-store" trade. And just as

8. Why is it poor policy to distribute the entire appropriation at the beginning of the year?

9. Why should the general advertising policy of a store follow its general business policy?

10. If you are conducting or are employed in any type of local business, assume that your appropriation will be five per cent of the previous year's sales, and divide the appropriation both as to time and mediums. Give all the



#### WANTED—A TITLE FOR THIS PICTURE.

A Year's Subscription to "The Inland Printer" Will be Given for the Most Acceptable Title for the Above Illustration.

Titles must not exceed fifteen words. Address to Title Contest Editor, The Inland Printer, 632 Sherman street, Chicago. Contest will be closed November 16. Announcement of the result will be made in the December INLAND PRINTER.

true on the other hand, it would be a mistake to use bargain "stuff" in the copy reaching the "high-grade" patrons. In steering the middle course, it is undoubtedly best to lean a little toward the "high-grade" style of copy.

#### QUESTIONS.

1. Briefly, what are the requisites of the advertising manager, apart from his ability to write copy?
2. Why is it impractical to expect that each advertisement will pay for itself in immediate sales?
3. Why should the advertising manager know exactly the class of trade his store desires to cultivate?
4. What is said regarding exclusive elements of appeal?
5. Which method of distributing the amount of the advertising appropriation do you prefer?
6. Why do you prefer the method given in answer to Question 5?
7. How would you distribute an appropriation over the various months of the year?

facts leading to your conclusions, so that the instructor can give you the most intelligent criticism. You will find this an interesting and important question.

#### PERISH THE THOUGHT!

"I suppose you carried out your original intention when you went abroad, Mrs. Leeder, and visited Rome, Venice, Genoa, Vienna, and —"

"O dear, no! We visited Roma, Vanetseah, Jennowaugh, Veen, Veertembairg, and ever so many more of those ancient capitals. You must have misunderstood me, Mrs. Jipes." — *Chicago Trioune*.

#### THE FRIEND IN NEED.

The man who is willing to share his last dollar with a friend can always find the friend, without much hunting.—*Chicago Record-Herald*.

## COST AND METHOD

BY R. T. PORTE.

### What a Few Cents Mean.

The difference between profit and loss in a small printing-office — country or city — does not amount to much, and it takes so very little more to make what should be a profit that it seems ridiculous when really put down on paper.

The majority of the jobs in a small office are under \$10. The addition or subtraction of 25 cents on any one of the jobs, or all of them, does not seem to amount to much — and perhaps is hardly worthy of notice. But is this true?

Let's take a country office of, say, four people — proprietor and three workers. They print a six-column quarto paper, having 920 inches of reading-matter. Now, say one-half of this is used for display ads., or 460 inches. Supposing the rate on all the ads. were raised 2 cents an inch — \$9.20 a week, or \$478.40 a year. Quite a nice sum! And that may be just the amount necessary to make a profit.

Now for the job department. Besides getting out the paper, this plant does jobwork, and to put the amount of work at a small figure, say it does one hundred jobs a month. Now add just 25 cents on the average to each one of these jobs, and you have \$25 a month, or \$300 a year.

Add this to your \$478.40 extra for ads., and it makes the total of \$778.40 — absolutely extra profit, without an extra cent in the way of costs, and with no more work than formerly!

Is it not surprising what just a few cents extra amounts to, and how the difference between profit and loss is in but just a very close margin?

Every time you drop 25 cents from the price of a job, consider whether that does not mean *all* of the profit on that job gone.

And even if you haven't a cost system, try your nerve by adding just 25 cents to each job, and then sit down and figure if this extra money is not just what you need to put you on the right side of the ledger.

The first of the year is close at hand. Measure up the advertising you did the past year and see if 2 cents — or even 1 cent — an inch extra would not have put your bank account on the right side. It takes but a few minutes — do it now — it will be a fine object-lesson for you.

### Down to a Fine Point.

When you get a printer awakened to the cost system, after a year or two of it he begins to find out a whole lot of things. From a hit-and-miss sort of way of doing business he develops into a sort of statistical fiend and will go to all lengths in getting at results.

One small printer — he runs three job presses — has gotten the cost germ into his system right. He recently thought it would be a good idea to dig up some statistics from his cost system, for his own benefit, which he kindly gave the writer, to be passed on to INLAND PRINTER readers.

He hunted up all the envelope jobs he had done for quite a period of time, and tabulated the figures and averaged them, with the following result:

	Minutes.
Composition — 19 lots, average time.....	22.4*
Lockup — 31 lots, average time.....	14.2
Make-ready — 28 lots, average time.....	33.2
Running — 28 lots (134,000), average per 1,000.....	42.6

### RUNNING TIME ON VARIOUS QUANTITIES.

	Hours.
1,000 — 5 lots, average time.....	0:57
2,000 — 3 lots, average time.....	1:32
2,500 — 4 lots, average time.....	1:44
3,000 — 1 lot, average time.....	2:35
5,000 — 6 lots, average time.....	3:11
7,000 — 1 lot, average time.....	5:15
7,500 — 1 lot, average time.....	5:45
9,500 — 1 lot, average time.....	6:20
10,000 — 1 lot, average time.....	7:00
11,500 — 1 lot, average time.....	7:30
17,500 — 1 lot, average time.....	13:20

This is a very valuable record, and it can not be questioned, as the result shows very close keeping of time. Without a practical and correct cost system we would still be guessing at the time it takes, but this printer has facts and figures.

Not many printers with a cost system will take the pains to get up such a table, but there are enough of them who take an interest in statistics to give us some interesting facts.

Is not this a lesson as to the possibilities of the cost system and what it can do for a small printer? It is not necessary to have a large shop to operate a system; the very smallest shop can operate one and get valuable information. There are dozens of one-man shops successfully operating systems, and are thus informed as to the exact time it takes to do the work. What is still more important, they know what it costs per hour for the work.

We are proud of these small printers. They are blazing the way for real prosperity among printing craftsmen of the future.

### Starting Right.

Too many printers get the idea that a "cost system" is not what its name implies, but is a system primarily for keeping time on employees. They fail to grasp the first word — "cost." This department has been aiming to set printers right on this point, and the result is bearing fruit. Our readers are beginning to understand that a "time system" and a "cost system" are distinctly different. The element of time, of course, is used in a cost system, but that is only one part of the system. The other part is to know what that time actually cost — not in wages alone, but including all of the other expenses.

\* The minutes are figured to tenths. The first record reads 22 4-10 minutes.



One of our readers—who has not yet put in a cost system, however—went to the root of the matter, and even before putting in time reports, took the trouble to figure his monthly expenses, which he has divided into forty-seven items, as follows:

1. Proprietor's salary .....	\$ 80.00
2. Paid employees for month.....	128.00
3. Rent for month.....	40.00
4. Heat or fuel.....	8.50
5. Light and waterworks.....	5.50
6. Power, or gasoline used for power.....	6.25
7. Insurance .....	7.00
8. Taxes .....	3.25
9. Interest on investment.....	25.00
10. Depreciation (replacement) .....	33.33
11. Interest on borrowed money or purchase contracts.....	5.00
12. Bad accounts .....	5.00
13. Spoiled work .....	1.00
14. Office stationery and postage.....	4.00
15. Advertising .....	1.00
16. Telephone and telegraph.....	2.25
17. Donations, charity, etc.....	1.75
18. Organization dues .....	2.25
19. Water, soap, towels, etc.....	.75
20. Rollers, gage-pins, etc.....	1.25
21. Wrapping-paper, twine, paste, etc.....	.50
22. Lye, gasoline, rags, etc.....	.35
23. Tabbings glue, binders, etc.....	.25
24. P. O. box rent.....	1.00
25. Draying .....	1.35
26. Newspaper postage .....	1.00
27. Carpentering .....	.40
28. Hardware .....	1.35
29. General stores .....	.25
30. Rubber stamps .....	.05
31. Drug stores .....	.60
32. Blank-books .....	.35
33. Lumber (for shelves, etc.).....	.15
34. Grinding paper-cutting knives.....	.25
35. Typograph metal and alloy.....	.85
36. Type-washing mixture .....	.35
37. Newspaper and trade-journal subscriptions.....	.80
38. Typograph typesetting machine repairs and supplies.....	1.75
39. Blacksmithing .....	1.10
40. Printing-inks .....	.90
41. Typefoundries (sorts) .....	.25
42. Rollers .....	.88
43. Paper stock .....	42.27
44. Advertising for help.....	.40
45. Jeweler (fixing spacebands).....	.22
46. Laundry .....	.70
47. Miscellaneous .....	.75
\$376.90	

A few of these items should not, of course, be figured in "costs," or "hour costs," but they show an awakening that is extremely encouraging, especially as the printer has but a hazy idea as to what a cost system consists of, but somehow has gotten the notion that he must know what his expenses are. The following is an extract from his letter accompanying the list of expenses:

I have been working to ascertain our monthly expenses in running the business and have just got through. I found it was a considerable job to dig it up and do it right, but I wanted to make it as complete and accurate as I could, as I presume it is very important, being the basis of a fair and reliable cost system. However, I have finally gotten it fixed up in fairly satisfactory shape and I enclose the result.

The monthly cost looks awfully big to me, but it will be a great satisfaction to have the means of knowing just "where we are at" in a business way.

I value the plant at \$4,000, and I believe this is a conservative estimate.

I am not sure as to how to figure some items. For instance, take the matter of metal for our little typesetting machine. It is called the Typograph, and cost us \$1,100, besides freight, expense of installing and metal. I have found out that what metal we have bought has amounted to 85 cents a month. Should that be included in the monthly expense list?

The same with job inks and news ink. These have cost us 90 cents a month. Should they be included?

How about supplies of one kind and another, purchased of typefoundries, not including new type and not included in items on the list? Also repairs and supplies other than metal for the typesetting machine? Should they be included as monthly items of expense, or considered as being paid for under the head of depreciation; or, if new and separate additions to the print-shop equipment, should such purchases be considered as adding to the value of the plant and the charge for interest be increased accordingly?

Take such an item as I have put in as "lumber"—that is, the monthly cost of lumber purchased for erecting various kinds of shelves—should it be listed as I have it, as a monthly expense item, or be considered as permanent additions or improvements to the plant?

I should like to have you go over this list carefully and see if all the items I have on it should be listed.

The correspondent's questions are interesting, and for the benefit of those who may be puzzled over the same problems, I give below my answers to them:

Item 35: An amount should be charged each month to cover the metal waste that occurs every time the metal is melted. It amounts, according to authorities, to two per cent at each melting. I consider this fairly reasonable.

Item 33: Such amounts are really for "repairs" and can not be considered an addition to the plant. They should be figured as an expense only.

Item 40 is not an expense to ascertain hour costs. Ink should be a direct charge to each job—a minimum of 5 cents, and from that amount up, according to the size of the job and quantity used. On large jobs the exact amount should be noted and at least ten per cent added to cover losses.

Item 41: This is for sorts and reglets and miscellaneous expense items, which should be charged to the hour costs.

Item 38 is an expense item and should be figured. Your depreciation, or rather replacement, is not meant to cover repairs or small supplies.

Items 25, 26 and 43 should not be figured as "expenses." Drayage on paper stock should be added to the value of the paper. Newspaper postage should be charged direct to the newspaper and is an expense in that department only. Paper stock is not an expense, but a directly chargeable item to each individual job, the same as ink.

Note that this printer already thinks the "cost looks awfully big." Have you stopped to figure out what your plant is worth, what your monthly expenses are, and what it costs you to do business?

THE INLAND PRINTER has printed up a quantity of blanks, on which you can figure out your expense items, and will be glad to supply them free to all who make request.

We are beginning to get on the right track on this cost proposition, and when country printers and small-city printers sit down and do a little figuring, they will begin to open their eyes as to the cost of doing business, and when they do they will then realize the necessity for a correct and practical cost system—not a makeshift or a mere time-keeping system. The system must be along right lines, and that is what we are fighting for, and will gladly assist any one who wants information he can bank on as correct.

Just another word—sit down and begin to find out your condition. It may be a big job, but when once done you will be satisfied with the result, and have a better idea as to what you are doing.

#### Other Lands.

During the past month this department has answered inquiries in regard to cost systems from Amsterdam, Honolulu and Manila, as well as from all parts of the United States. This shows the great interest taken in cost sys-



tems, and THE INLAND PRINTER is glad to lend its assistance wherever possible. Any information we can give will be done gladly, and be held in the strictest confidence. Nothing will be published without the consent of the writer.

#### One Big Loss.

When the stock or paper in a job costs but very little, that is no reason why the work necessary to do the job should be given away. There has been a fallacy on the part of nearly every printer that cheap stock necessitates making a low price on a job, no matter how much work is necessary to do it.

After having heard several talks on prices, one printer, a year or two ago, said to the writer:

"When I looked at a job I figured out the paper, and if its cost was 25 cents, I'd ask \$1.25 for the job, and thought I was a whole dollar ahead."

It is a sad fact that this style of figuring has been general in the past, and to a very large extent still exists. All over the cost of the paper was profit. Of course, there were wages, rent, taxes, and rollers, type, ink, and a lot of things to buy, but really they did not count.

The best example of this low cost of stock and low prices is the common handbill or "dodger," so universally used throughout the country for advertising purposes.

that the dodger at any of the former prices was always sold at a loss. I have investigated many cost systems and costs of dodgers, and the story has been the same.

I have secured the record on one thousand 9 by 12 dodgers such as most any small office may be called upon to print. There is nothing fancy about it—just common, ordinary printing, and I reproduce it in reduced form here.

It can be easily seen that this dodger is not reproduced because it has any great typographical beauties, but plain work that any shop could do, and I selected this one for that very reason. There can not be any criticism passed that it is out of the ordinary or beyond the possibilities of the average printer—but every printer does this work at about one-half the price he should.

For the purposes of this article I use the following hour costs: Composition, \$1.20 per hour; job press, 80 cents; cutting, \$1. These are fair average costs in the ordinary print-shop.

The record on this dodger, as shown by the actual time, is as follows:

Item.	Time used.	Rate per hour.	Cost.
Stock .....	.....	.....	\$ .35
Composition .....	1:45	\$1.20	2.10
Job press .....	1:45	.80	1.40
Cutting .....	0:15	1.00	.25
Ink .....	.....	.....	.05
Total .....			\$4.15
Profit, 25 per cent of cost.....			1.05
Selling price .....			\$5.20

I know what you will say when you read this, and also what your thoughts will be, but the plain, unvarnished fact remains that the above is from actual records.

I was not quite satisfied with the composition time, and had two other offices set the job from original copy. One office handed in a record of 1:15, and another 1:45. The record as published includes fifteen minutes for lock-up for the press, so the actual time was 1:30. In view of the other two records, this is about right.

There might be too much time on the job press, but I doubt it. The record shows forty-five minutes for make-ready and one hour for running. Even if you cut that time down to fifteen minutes for make-ready, you will only change the price 50 cents, making the selling price \$4.50.

If you ever timed yourself cutting up one thousand 9 by 12 dodgers from large sheets, you will agree that fifteen minutes is a mighty small amount of time—and it costs almost as much to cut the paper as the paper is really worth!

A country printer, who put in a cost system a year or so ago, disagreed with such a record, and said he could cut the paper in five minutes. He was taken up, and it took him twenty-two minutes by the watch to count the sheets, jog them and cut them up to 9 by 12 dodgers! He will believe almost anything the cost system says now.

Here is an absolutely provable record of cost, based on average hour costs, and any printer with an accurate cost system will back up these figures as to "cost"—even if he sells for a lower price.

Here is a class of work that the printer for years has been fooling himself on, giving away thousands of dollars—and just because the paper was cheap he thought he must give away a great part of his work to keep up with the procession.

And this is not the only class of work that the printer has been giving away. Other examples will be published in this department from month to month, with full records as to costs, time and other information.

**FREE**                      **FREE**                      **FREE**

A Special Offer For

**Friday and Saturday, Nov. 24th and 25th**

To be given away **FREE**

**One Fine Gold Filled Signet Ring**

To every baby from 1 to 4 years of age brought in to the

**Madisonville Jewelry Company's Store**

BY ITS PARENT

Come in and bring the baby and let us fit one  
**FREE OF CHARGE**

We also have a complete line of High Grade Watches, Clocks and Jewelry, which is open for your inspection.

REMEMBER: We are expert Watch and Jewelry Repairers.  
All work absolutely guaranteed.

**The**  
**Madisonville Jewelry Co.**

"The Store of Quality, not Quantity"

**Main and Mathis Sts.,      Madisonville, Ohio**

Do your Christmas Shopping with us—we will save you money

AN ORDINARY DODGER—ITS COST WAS \$4.15 FOR ONE THOUSAND.

Prices on one thousand 9 by 12 handbills of fifteen to twenty lines (and sometimes more) range from \$1.50 a thousand to \$3. The cost of the stock is but 35 cents at the outside, as only print-paper or colored poster is used, and all over that is "profit." To charge as much for one thousand of them as for one thousand letter-heads on 10-cent paper looked like bare-faced robbery, and in many places is considered that way now—and to think that as much can be gotten for them as for letter-heads shocks the sensitive nerves of the printer.

But you will have to be shocked, because I am going to prove to you right now that you are losing money on every job of 9 by 12 dodgers you print for less than \$4 a thousand, and if you want a profit you must ask \$4.50 to \$5.

One of the first things the cost system proved to me was



BY R. T. FORTE.

**Efficiency Not All in One Place**

If any one thinks that this department, in talking of productive efficiency, is going to refer only to workmen and the workshop, he is badly mistaken, because in the mechanical departments only about one-third of the real need of efficiency exists. The bright, intelligent foremen and superintendents have a good, sound knowledge of efficiency, but are handicapped by an ignorance and lack of methods in the front office that are woeful to think of. Those in authority do many little things that rub the backs of their men the wrong way, and there is a lack of understanding that seems to be born of indifference, if not, in fact, of desire.

The front office usually consists of two classes of men — one composed of practical men, grown up from small shops, who want to keep their eye on everything and are not willing to trust any one; the other, the celebrated and much-applauded "business men" who have broken into the business and apply strict "business principles" to everything.

Between these two classes of men there is a happy medium, although it must be admitted that the "happy medium" class is anything but large. The majority are in the first-mentioned groups.

A superintendent, who evidently is working for a "business printer," has written a tale of woe to this department. His thoughts are good, and he has hit the nail on the head so firmly that we print his statement here. If this hits you, Mr. Printer (and there are few that it will not), release your superintendent from the chains with which you have bound him; give him some chance, and credit him with at least as much honesty and fairness as you claim for yourself. A man can not respect himself or continue to have the respect of those under him if he is not given some authority — some leeway, as it were.

As the writer says, fire him, or trust him to do what he thinks best for your interests.

Anyway, read this, and if it hits, remember that maybe your superintendent feels just exactly the way this man feels:

**EFFICIENCY DESTROYERS.**

You employ a man and call him "Superintendent." He has full charge of your plant, and you look to him to reduce your costs and increase your profits. He is authorized to employ all help needed, and to arrange the rate of wages paid. He is responsible for your valuable material — type and machinery. He makes agreements with employees to give them a certain rate, provided they make good. He also agrees to pay some employees whose time is largely nonproductive a straight salary, giving them no extra pay for overtime and deducting their pay for absence. "BUT" — you don't permit him to do anything except employ the man and set the rate of wages he is to receive. When it comes to giving a man an increase which he has been promised, you veto this — because you have not been consulted, and it's "your money" your superintendent is spending. You also veto any other thing he does, for the same reason. If you have a "superintendent" whom you can't trust to look after your interests at all times and in all things connected with the operation of your plant, FIRE HIM OUT. Don't make him a straw boss, and then have him begin to lose interest and

undermine your business. Give him Responsibility — and also give him Authority to do things.

**Keeping in Touch.**

Is your product always up to standard?

This is a serious question to the owner and superintendent of a large plant, and a mere visit through the workshop will not always tell the story.

On the presses depends, more than on any other part of the plant, the ultimate standard of work that the shop turns out. Especially is this true when catalogues and advertising matter are made the larger part of the work.

A master printer long ago said, "Almost any one can set a line of type, but to print it properly is a different matter." The pressroom gives the touch that carries the impression of a good job or a poor one. A poorly set job from a compositor's point of view can yet be made acceptable by good presswork, while a finely displayed and evenly balanced job can be absolutely ruined by poor presswork.

To keep track of the product of a large pressroom without undue system, and in as simple a way as possible, one superintendent devised an idea of having sent in each night O. K'd press sheets, showing the product of different presses during the day. A large manila envelope 12 by 16 inches was used, and on the face of the envelope the following printed:

**No. 2 PRESSES.**

Date.....191...

Approved Press Sheets of work done in Pressroom No. 2 this day.  
This envelope contains approved sheets of work done on:

Machine No. ....  
Machine No. ....  
Machine No. ....  
Machine No. ....

Send this envelope to the office each day, containing properly approved sheets of work done on all presses in Pressroom No. 2. Mark on the samples the number of the machine upon which each job was printed.

Into this envelope the foreman places the sheets, and at his leisure the superintendent compares the work done that day with the work done previously, notes whether the color of the ink is keeping up, observes the condition of the make-ready of a job on a long run, and takes plenty of time to inspect the sheet before it goes to the bindery, consulting with the foreman as the work progresses.

The scheme is simplicity itself — and to the man who wants to be sure of his product, there is nothing better. To inspect work in the pressroom as it is being run is not always advisable, and is liable to be done hurriedly; but to take the sheets away from the workroom and examine each carefully tells more than in any other way.

The men know these sheets are inspected, and that they must have the entire run up to the standard set by the O. K'd sheets. This cuts down the tendency to let things "slide" and do imperfect work.

Sometimes there is a tendency to too much red tape — keeping "tab" on things that do not really amount to any-

thing — but this idea is so simple, has improved the results on the presses so materially, and has been such a great maker of efficiency, that its adoption will work to the betterment of any plant.

A superintendent with such a method of keeping track of his work feels surer of himself and the results he desires, and he is able to devote his time to other things than worrying over a job as to "how it is coming along." Then there is the satisfaction of being able to have progressive sheets of the work to show to interested persons without the continual sending to the pressroom or bindery for them.

When the job is completed, of course, there is no more use for the sheets, and they are destroyed.

On small work, it is a great aid in stopping work not up to standard from going out, and much dissatisfaction is avoided by seeing that the work is right before delivery.

The idea can just as well be used in a small plant, if the proprietor is one of the kind that runs the "front office," believing this is his true place, and yet has not risen to the need of a superintendent. Here O. K.'d press-proofs for the day can all be put in one envelope and laid on his desk. He can then inspect the work and note defects that can be cured in future jobs, or remedied before delivery.

It is an efficient and successful method of keeping in touch with the work of your plant.

#### A Few Knocks.

This department has always held that all the lack of efficiency in a plant is not always in the workshop, but that there is a big leak in the average business or "front" office, and here is where the first work must be done. Several foremen and superintendents have either written or talked to the writer along this line, and their comments were certainly spicy and interesting.

One should not take a prejudiced view of any subject, or what the lawyers call an "interested opinion." It is well to listen to both sides. The front office is always ready to knock the shop, and the shop the office, and from each can be gathered many pointers.

There is no room for argument, however, in the fact that every order, even the simplest, should carry sufficient instructions so that the work can progress without a hitch. These instructions can come only from one source — the front office.

With the cost movement has been introduced the method of giving each job a number and some sort of instruction-slip, sometimes called "follower"; it is also known as "ticket," "jacket," and a dozen other names. Many of these "followers" make provision for elaborate instructions.

In order to get a line on what progress is being made in this direction, the writer recently got into communication with several foremen and superintendents of plants whose owners or managers are more or less leaders in the cost and efficiency movements, and tried to gather information as to how orders and instructions come into the several shops from the front office. It was hard work to get the information wanted, as I desired a free opinion. But finally, after I had agreed not to reveal the identity of any one, several responded very freely, and I am here giving extracts from the letters.

One foreman from Minneapolis writes as follows:

Our shop was one of the first to put in a Denham cost system. We looked upon it at first as a joke, but later took it seriously. We have since then striven to take it in that way, but the people who make out our instructions must still consider the thing in the light of a joke. We certainly could have efficiency, in this thing, in our plant, and it would help a lot.

A superintendent of a large plant in New York, owned by an organization printer, has this to say:

I don't know if we have a regular cost system or not, nor do I quite understand what you mean by a "follower" or instructions. We get our information mostly from salesmen, or from the office in piecemeal. If I get your meaning, it would certainly be a great assistance if written instructions would come to us.

Comment on this is unnecessary. One can read between the lines. The superintendent earns his salary.

A frank foreman in Chicago comes with this:

Yes, we have a "job follower," with forty more or less spaces which can be filled with information as to how to do it, but mostly they are not, and we guess at what should have been. It is a work of art and finely gotten up, and I suppose they hate to spoil it by putting any writing on it. We are lucky to have it numbered right.

Isn't that a warm one? The writer evidently took his pen in hand and wrote what he had on his mind.

But all the letters didn't knock, as can be seen by this letter from Cleveland:

On the average, our "followers" are very well made out. They could be improved, but still they are good. Our office is cranky on efficiency and realizes a job must be started right.

A letter from a foreman in St. Louis has a little different tone:

I am glad that you are after the front office, and hope you will do something — they certainly need it. The worst is that half the time they don't know what the customer wants, and then we get blamed if we don't guess right. Wish I could tell of instances of this in our shop, but, of course, that is impossible. We'd be more efficient if we only had half a chance. Your department is along the right lines and hands it to everybody. Hope you will keep on, especially about "job followers" half made out.

I don't like to print this letter, as it is from Cincinnati, but here it goes, anyway:

We have system to burn in our shop, except in just one thing — the making out of the "job follower." The front-office people are so busy keeping track of things that they forget to give us the instructions we should get. That means going and getting the information and many delays waiting to see and talk with the right party. Our "spoiled work" would be cut down if this little detail was taken care of right. Less system stunts and more real information to us poor unfortunates in the workshop would be a help here.

Now, Mr. Master Printer, you have it right from the shoulder. Are you going to let this important part of the office work drag along and be a laughing matter, or are you going to start real efficiency in your plant by giving your men what they need worst of all — real, positive instructions, made out simply but correctly, and carefully checked over to see that they are right?

If you do this and keep on doing it, you will be entitled to start in the class to study real Productive Efficiency.

#### Want of Space.

The stone in a printing-office is absolutely indispensable, and a shop can not run without one. But it has always been my theory that the average shop has too many. They are very convenient and nice, but too many in a shop causes a great deal of "type-pulling." As long as there are stones around — and letter-boards, too, for that matter — dead forms will be piled up and left standing instead of being distributed. As long as these forms are not in the way there seems no need to distribute, unless a dull spell strikes the shop, and then there is a general cleaning-up.

Valuable time is lost in leaving type standing, and then pulling sorts. Often the whole job could have been thrown in while pulling the few letters. All this has been told time and again in THE INLAND PRINTER. It does not need repetition here, except to carry the idea that perhaps the real cause of the trouble is that there was a handy place



to put the type because there was lots of "stone-room" — and there the type stuck.

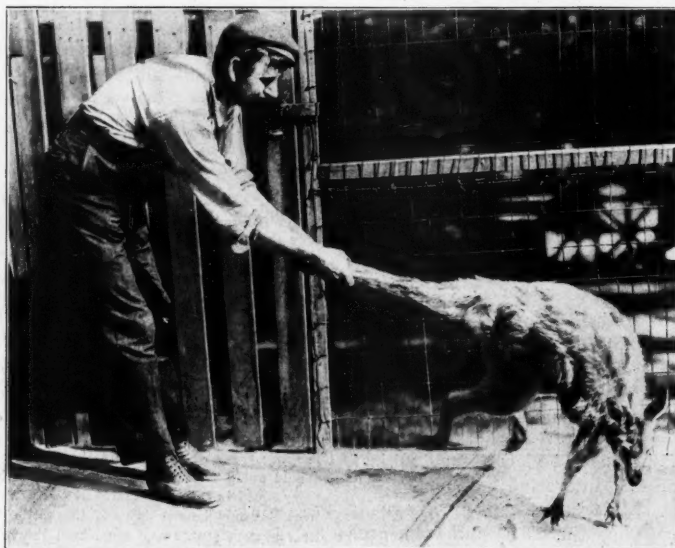
A foreman of a composing-room really needed more stone-room, but, luckily for him, there was no space, and not a single stone could be put in; and now he is very glad of it, as he had to conceive an idea, and put it into effect, that gives him all the room he needs, and also keeps his dead type in the cases, where it belongs.

When the lack of room impressed itself on him, the foreman at first was stuck, then he got busy. He had made for him at first twelve wooden galleys, 10 by 13 inches, with extra-heavy sides and ends and slightly over type-high, with the usual beveled lip to fit a brass galley. Each one of these he numbered. The reason for the wide sides and

now in use. But few forms larger than the size of the galleys need be kept standing.

There is no pied type, nor a form partly slid off the stone and some of it resting on the coffin with a few letters down the cracks. There are no forms with one or two letters pulled out — it is a rule to hustle and keep as few galleys as possible with dead matter standing. A record is kept each day of the number of galleys in use at time of quitting, and there is some pride if the week's record is low.

The trouble with letter-boards is the tendency to "bury" stuff, but the galley idea keeps things in view. It is the hidden dirt that creates disease, just as it is the forgotten standing matter that holds the sorts.



A TAILPIECE.

Photograph by H. E. Saunders, Toronto, Canada.

ends, without the customary one-fourth round, and having them extra high, was that they could be piled one on top of the other without damaging any type on them.

When a compositor finished setting a job, pulled a proof of it, and corrected it, all ready for the lock-up, he placed the job on one of the wooden galleys, and on the "job followers" he put the number of the galley that held the type, and placed it on the pile of live forms convenient to the lock-up stone. The lock-up man had merely to glance at the "follower" to find where the type was, and take that galley of type and lock it up ready for the presses.

Dead type was placed in the same galleys and the number of the galley put on the "follower," and then the galley was piled with others holding dead type in a certain convenient place ready to be distributed.

The foreman could easily check where the type was from the "follower," and in case it was to be held for future use the galley was placed elsewhere; then when the job came up for reprinting, the old "follower" had the number of the galley holding the type and it could be located in an instant.

In that shop you will find each stone absolutely empty of dead type. They are used to lock up forms on. There are no letter-boards, for as soon as the idea proved practical a large number of the galleys were procured and are

#### "SIMPLIFIED" SPELLING.

To the thoroughgoing iconoclast nothing could seem more promising than "simplified" spelling. Its advocates are vociferous, if not numerous, and written English, it must be admitted, is a fearful and wonderful product of the evolution of speech plus prejudice. Yet how to reform it, except by slow and minute stages, has puzzled all who are not radical on the subject. Consider, now, this recent announcement by Sydney Walton, executive secretary of the Simplified Spelling Society, concerning the charge that the society has a "fixed and final" scheme:

We did not submit our seem az a fiesd and fienal thing, a tuum-stoon on which leters wer chizeld for ever. We submit it az a bails for discushon and encwiery; we welcum sujestionz and impruuvments.

We can only hope that this touching appeal will cause "discushon and encwiery." It seems to need something in the way of response.—*Chicago Record-Herald*.

#### EARLIEST MOVABLE TYPES.

Four centuries before Gutenberg set up his printing-press in Mainz, and the diffusion of learning began, a Chinese smith, Pi Sheng, had invented movable types of clay, while a full generation before Gutenberg began his experiments the Coreans had become expert printers with movable types of copper and lead.—*Chicago Record-Herald*.

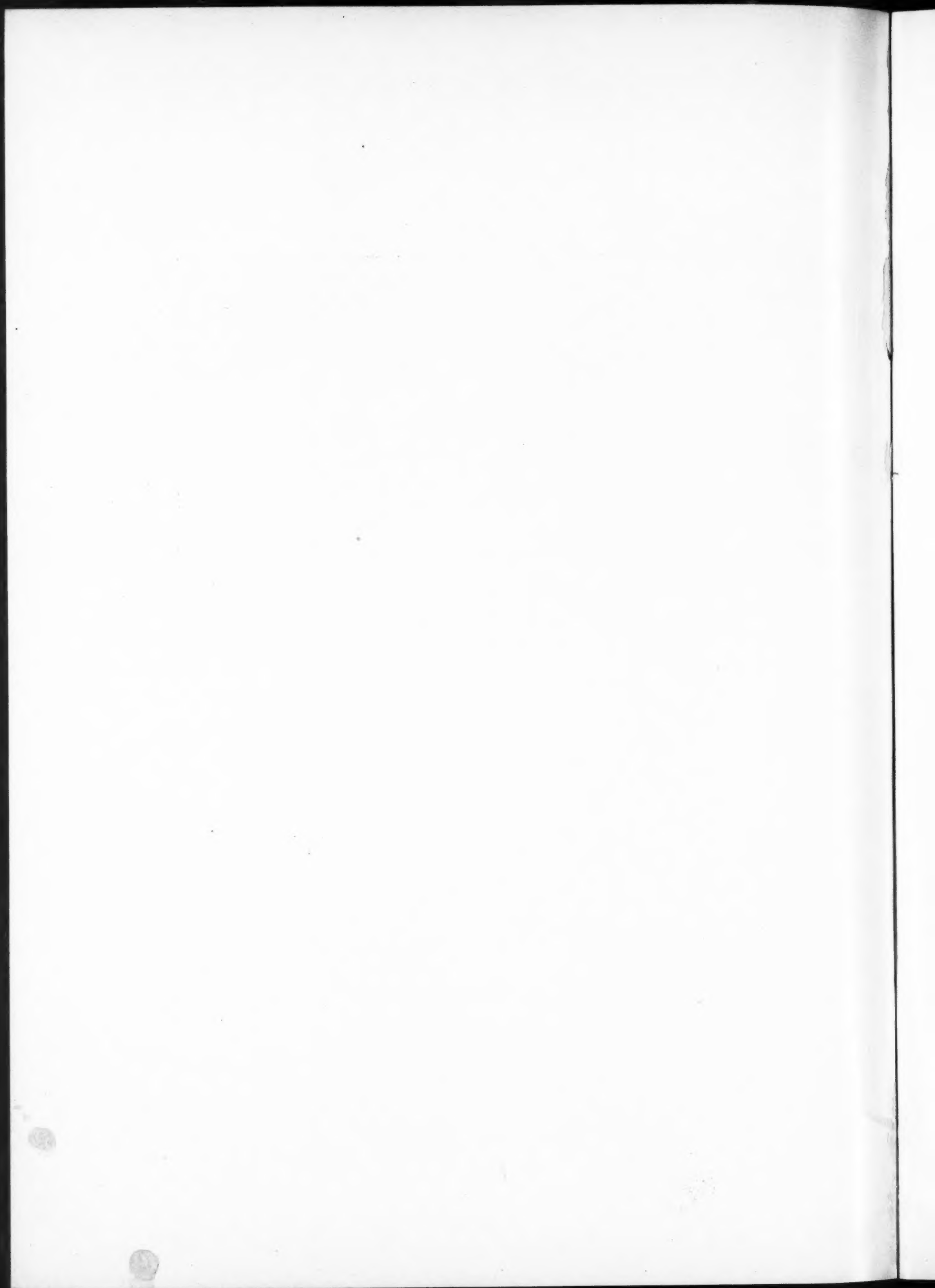




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## UNITED TYPOTHETAE OF AMERICA CONVENTION



In this year of greatest things in the printing industry, the United Typothetæ convention held its own. The twenty-sixth meeting, which was commemorative of the formation of the organization, was held within three city blocks of where the Typothetæ was formed, and nearly a thousand persons registered. Not many of the founders were present, but one — James L. Regan, of Chicago — was very much in evidence. He rented a suite and entertained visitors in royal style. Mrs. Buckie, assisted by several Chicago ladies, represented the bachelor host in doing the honors for the feminine guests, who were by no means a negligible quantity.

The best display of machinery and printing-office supplies in recent years was a notable incident of the gathering.

### Commission to Formulate One-organization Plan.

There was a lack of the excitement prevalent at Denver last year, when caucuses and meetings were in continuous session. Then the exciting subjects were the one-organization problem and the adoption of a new constitution. This year the first-mentioned of these problems was on the carpet and consumed considerable time of conferees and committeemen, but the convention, without much ado, authorized the appointment of six members to cooperate with a like number from the Ben Franklin Club in formulating some plan of amalgamation. There was little enthusiasm observable in this connection, but this must be chargeable in part to the weather, as the attendants at the convention suffered all the inconveniences of Chicago's concentrated summer. One gentleman, who has been prominent in all of the negotiations, and who is of rather a pugnacious temperament, said that he was more hopeful of success than ever. An equally prominent gentleman of a milder disposition said this would be the end of negotiations, and he feared, if they failed, hostilities of some kind might be precipitated, and he did not regard the outlook as hopeful. The convention reduced the dues fifty cents on the thousand dollars of the mechanical pay-roll, which may have some effect on the one-organization issue.

### Presentation of Banners.

The now yearly custom of presenting banners for the largest Typothetæ and greatest growth during the year disclosed the fact that Philadelphia Typothetæ outnumbers the other organizations and that Richmond had enjoyed the largest growth, increasing the membership three hundred per cent. These received the banners, and Newark (N. J.) Typothetæ received honorable mention for an increase of two hundred and fifty per cent.

### Open-shop Division Formed.

Open-shop members of the Typothetæ took advantage of the meeting to form a division in accordance with the provisions of the constitution. The organization is a loosely jointed affair, and is established for defense rather than defiance. The rumor that a "war fund" is being raised was vigorously denied by one of the leading spirits. T. E.

Donnelley, of Chicago, is president and H. W. J. Meyer, of Milwaukee, treasurer of the division.

### The President's Recommendations.

President Cushing called the convention to order at 9:30 on Tuesday morning, September 3, and, after the usual welcoming and responsive addresses, promptly announced the committees, when the officers' reports were read.

President Cushing in his report said it was particularly appropriate that this meeting should be held in the birthplace of the United Typothetæ, when its membership is nearly twenty-five times as great as it was a quarter of a century ago, and it had spent \$70,000 during the past year in putting the printing business on a profit-making basis — on a plane commensurate with its importance as the sixth industry.

Among the recommendations made by Mr. Cushing was the establishment of a board "composed of living ex-presidents, whose duty it shall be to advise with the president and executive committee on matters of importance." The suggestion was adopted by the convention, and an advisory board of elder statesmen is now one of the fixtures of the national Typothetæ.

The president made other recommendations, which were approved and handed on to the incoming executive committee. A precis of them follows:

- (1) Division of territory into districts and naming a traveling auditor for each district, whose duty it shall be to visit and aid users of cost systems where necessary.
- (2) The establishment of a sufficient number of labor bureaus so that one may be within easy reach of every member.
- (3) The continuance of active organization work with the idea of having a Typothetæ in every town where there are five or more printers, and district locals covering two or more towns where neither is sufficiently populous to maintain a Typothetæ.
- (4) That special effort be made to encourage local Typothetæ in establishing credit and collection bureaus.

### Increased Membership — More Responsibility.

A. M. Glossbrenner, chairman of the executive committee, presented a comprehensive report of that body's activities during its term of office, which had been followed pursuant to a line of policy adopted by the committee immediately after the adjournment of the Denver convention a year ago. As a result the membership had increased more than fifty per cent. Mr. Glossbrenner, however, pointed out that added membership brings with it increased responsibilities, and that service was necessary — so necessary that the management must needs always display constructive ability. As proof of this he directed attention to the fact that "we have lost many of the new members procured, which means either we have not chosen them with the care we should or that we have not satisfied them with the service we have rendered." The cost of that service throws light on the expense of maintaining a business organization in these high-priced times. Last year's work was done at a cost of \$4 a member, while fifty-four per cent of the members are paying but \$1 a month, and

seventy-five per cent less than \$4 a month, leaving only twenty-five per cent who pay more than \$4 a month — the cost of the service given the average member.

#### Officers Should Be Elected for Business Reasons.

Chairman Glossbrenner favored reducing the dues to \$2.50 on each thousand dollars of mechanical pay-roll, but beyond that he would not go, if active propaganda work were to be continued. He estimated that a further reduction might be possible in about three years from now. These conditions prompted Mr. Glossbrenner to protest against the practice of electing men to office for the sake of the honor it will bestow on them. He thinks the time has arrived when the officials should be selected for "the benefit they can be to the printing industry."

The report lauded the School of Printing at Indianapolis, which is under the management of F. O. Climer and an advisory committee of the United Typothetæ.

#### Price-list Popular — Accounting System Being Prepared.

The price-list has proved so popular and important that it requires constant revision and will hereafter be issued in loose-leaf form. In the opinion of the executive committee this should be made the work of a special body to be known as the "Price-list Committee." As some printers have the habit of securing jobs and thinking of cost and price afterward, the officers of the Typothetæ regard it of prime importance that this work should be continued. An accounting or bookkeeping system is being developed as a sequence of the introduction of the cost system, and Chairman Glossbrenner promises that the cost commission will have the new venture ready in a short time.

The convention commended to the careful consideration of the trade the correspondence course in general bookkeeping and cost accounting for printers which the extension division of the University of Wisconsin proposes to launch. It is in conformity with the principles and practices of the Standard Uniform Cost-finding System.

#### Glimpse at Organizing Work Done.

As might have been expected, Secretary Heath directed attention to the increase in membership, and in the second paragraph of his report says there has been a gain of three hundred and fifty per cent since the Detroit convention, in 1909. During the year twelve men were engaged in cost installation work, and the supply was not equal to the demand. In addition four others — Senator Beach, of Portland, Oregon; J. Gillespie, W. S. Tuttle and George W. Bond — were working as special representatives and organizers. Secretaries Heath and Flagg also spent much of their time "on the road." As a result of wide observation, Mr. Heath says "the most important effect of a cost-finding system has been shown to be increased profits resulting immediately after installation, and a large amount of unprofitable work abandoned. It is the general opinion of those who are operating cost systems that increased prices and refusals to duplicate former orders that are shown to be unprofitable do not materially affect the volume of business formerly done under old conditions."

#### Fire Insurance a Success — Sick and Accident Slow.

The two mutual fire-insurance companies are reported as extending their business, but the sick and accident insurance for employees has not met with the success which its promoters had hoped. Five payments of \$100 each were made during the year.

The two concluding paragraphs of Mr. Heath's report are devoted to a complaint that the members have not answered inquiries and an expression of thanks to the local secretaries for the prompt and efficient way in which they discharged their duties.

#### Second-class Postal Rates.

Chicago Typothetæ appointed an exceptionally strong committee — J. L. Regan, W. J. Hartman and J. A. Morgan — on second-class postage, and it presented a comprehensive and conclusive report, which was laid before the convention. The report recited that —

Unjust discrimination and unwise interference with the printing and publishing industry is at variance with common sense and antagonistic to enlightenment itself;

Establishment of pound rate increased business and revived printing industry;

The so-called deficit is a matter of questionable bookkeeping;

Washington favored cheap postage;

Express companies carry one-third of second-class matter at one-half the postal rates;

Lack of candor on the part of the department invites suspicion;

Obnoxious rates are put in force in defiance of law;

Printers' ink is the greatest salesman and stimulator of postal receipts;

Canada has a second-class rate of one-quarter cent a pound;

and then proposed these resolutions:

*Resolved*, That for the better protection of the printing industry in general we hereby instruct our members individually and collectively to exert themselves by every means within their power to oppose the efforts of any official in the Postoffice Department to increase said rates, and that we exercise every legitimate influence possible upon our Senators and Representatives in Congress in seeking their aid to cooperate with us in that regard.

*Resolved*, That the United Typothetæ emphatically opposes any and all attempts to advance the rate of postage on second-class mail matter, and this organization further severely condemns the many interferences by unjust rulings of postal officials by which publishers are harassed in their business and the industry unnecessarily hampered as a legitimate vocation.

#### Supply Houses and Liberal Credit.

The committee appointed to confer with manufacturers and dealers made an interesting report. After canvassing the situation the committee concluded that the most important subject on which to seek a conference was that of the "seemingly too liberal credit to beginners and the extension of the partial-payment system on printing-office outfits." The manufacturers and dealers were courteous and obliging, affording the committee every opportunity to investigate their methods. They also claimed that notwithstanding past practices, the reins were tightened now, and the houses were not guilty of undue liberality. One manufacturer said the trouble was overequipment of machinery, while others said the small supply houses were the principal sinners in giving long-time credits to unworthy concerns. They also "came back" at the larger printers for supporting the offending small supply houses. It was developed that the supply men are urging the establishment of cost systems by beginners.

Secondhand machinery is deemed a fruitful cause of overequipment. When a new machine is bought and an old one is taken in trade, it is loaded on some poor printer at a very low rate or sold cheaply to small supply men for that purpose. The committee therefore reported and the convention adopted these resolutions:

*Resolved*, That the United Typothetæ of America request of all manufacturers and dealers in type-printing machinery and supplies, that they require a cash payment on all sales equivalent to twenty-five per cent of the total purchase, and that they do not extend the balance of the payment over a term exceeding twenty-four months; old machines taken in exchange not to be considered as cash; and be it further

*Resolved*, That so far as possible all old presses thus taken in exchange be broken up and junked, to the end that the printing business may keep in the van in the march of improvement.



### The Papers and Their Readers.

The Program Committee had arranged for papers on interesting subjects, and provided for discussions of the subject-matter of the essays. Intense heat and a high percentage of humidity produced conditions that were not conducive to comfort, discussion or even contention. Space limits prevent a reproduction of these papers. If not the most striking, among those which sounded a new note were "The Father of the Man," by Henry P. Porter, of Boston; and "High-class Printing in the Small Shop," by Harry S. Stuff, of Seattle, Washington. F. I. Ellick, of Omaha, talked illuminatingly on "The Results a Cost System Should Bring"; R. P. Purse, of Chattanooga, spoke on "Organization Work in the South"; "Development of the Organization on the Pacific Coast," was the tale of I. H. Rice, of Los Angeles, California; D. A. Brown, of Kansas City, handled the retrospective and prospective subject, "Things That the United Typothetæ of America Have Done, Can Do, Should Do and Will Do for the Trade"; Alfred J. Ferris, of Philadelphia, contributed to the literature on efficiency with his paper on "Preserving the Property by Using It"; and Edward I. Stone spoke on health and accident insurance.

On motion of A. R. Barnes, of Chicago, at the conclusion of Mr. Porter's address the following were appointed a Committee on Apprentices: H. P. Porter, of Boston (chairman); A. R. Barnes, Chicago; J. H. Rice, Los Angeles; William Pfaff, New Orleans; F. Lawrence Fell, Philadelphia.

### Relations Between Printer and Electrotyper.

One of the trade abuses handled by the committee on that subject was the contention that arises between printer and electrotyper concerning chases and bearers loaned by the latter to the former. It appears that when there is a break in business relations between two such houses, the electrotyper often expects the printer to pay for broken or worn material. The committee concedes that probably the printer is not as careful of this loaned material as he would be if it were his own; on the other hand, the chases and bearers are furnished by the electrotyper for his benefit rather than for the benefit of the printer. In the committee's opinion the trade's position on the question should be: (1) That the printer should use the same care in handling an electrotyper's material as he would with his own or customer's material; and (2) that the printer should not be expected to pay for worn-out or destroyed material, unless such destruction is the result of carelessness in his establishment.

Owing to lack of data the committee was unable to report on complaints about paper men underbidding their own quotations to printers when they are dealing direct with consumers. The committee was convinced that such cases had occurred, and expressed the hope that more information would be forwarded the officers.

### Newly Elected Officers and Executive Committee.

The report of the Nominating Committee was adopted, with the result that these gentlemen will pilot the ship the coming year:

President—A. M. Glossbrenner, Indianapolis, Ind.  
 First Vice-President and Chairman Executive Committee—George M. Courts, Galveston, Tex.  
 Vice-Presidents—Joseph A. Borden, Spokane, Wash.; Fred L. Smith, Minneapolis, Minn.; and Alfred F. Edgell, Philadelphia, Pa.  
 Treasurer—Arthur E. Southworth, Chicago, Ill.  
 Secretary—Franklin W. Heath; Assistant Secretary—H. W. Flagg; with offices at 1650 Transportation building, Chicago, Ill.  
 Executive Committee—George M. Courts (chairman), Galveston,

Tex.; D. A. Brown, Seventh and Central streets, Kansas City, Mo.; L. T. Davidson, Courier-Journal Job Printing Company, Louisville, Ky.; Harry K. Dean, Dean-Hicks Printing Company, Grand Rapids, Mich.; A. W. Finlay, 272 Congress street, Boston, Mass.; William Green, 627 West Forty-third street, New York, N. Y.; E. N. Hines, 40 Larned street, E., Detroit, Mich.; Gerald T. Hoffman, Union Printing Company, Denver, Colo.; David L. Johnston, 74 Exchange street, Buffalo, N. Y.; H. W. J. Meyer, McGeoch building, Milwaukee, Wis.; W. E. Milligan, Maverick-Clarke Lithographing Company, San Antonio, Tex.; J. A. Morgan, 115 East South Water street, Chicago, Ill.; Benjamin P. Moulton, 63 Washington street, Providence, R. I.; William Pfaff, Searcy & Pfaff, New Orleans, La.; R. P. Purse, Purse Printing Company, Chattanooga, Tenn.; I. H. Rice, 303 East Fourth street, Los Angeles, Cal.; Eugene Saenger, Brown & Saenger, Sioux Falls, S. D.; Robert Schalkenbach, John C. Rankin Company, 54-56 Dey street, New York, N. Y.; C. V. Simmons, Stewart-Simmons Press, Waterloo, Iowa; Edward L. Stone, Stone Printing & Manufacturing Company, Roanoke, Va.; John Stovel, Stovel Company, Winnipeg, Canada; C. D. Traphagen, State Journal Company, Lincoln, Neb.; Charles F. Warde, David & Warde, Pittsburgh, Pa.; John S. Watson, the Jersey City Printing Company, Jersey City, N. J.; Chester A. Whitmore, Irwin-Hodson Company, Portland, Ore.; Rufus C. Williams, 11-15 North Fourteenth street, Richmond, Va.

The advisory board, composed of living former presidents, provided for by this convention, is as follows:

Theodore L. De Vinne, New York, N. Y.  
 J. H. Bruce, Nashville, Tenn.  
 Franklin Hudson, Kansas City, Mo.  
 Harry P. Pears, Pittsburgh, Pa.  
 Edward Stern, Philadelphia, Pa.  
 George H. Ellis, Boston, Mass.  
 E. Lawrence Fell, Philadelphia, Pa.  
 Wilson H. Lee, New Haven, Conn.  
 J. Stearns Cushing, Norwood, Mass.

### Social Features.

The entertainment provided by the Chicago Typothetæ probably reached high-water mark for such affairs. William A. Grant was chairman of committees, and he and his aids were indefatigable in looking after the welfare of the organization and the comfort of their guests. The ladies were more in evidence than at any previous meeting of the Typothetæ, and their pleasure was the especial concern of the entertainers, Mrs. Grant being chairman of the women composing the Committee on Ladies. They were taken to Chicago's famed Art Institute, enjoyed a department-store dissipation and an automobile tour of boulevards and park system. A boat ride on Lake Michigan and a theater party to see the "Garden of Allah" were participated in by all the visitors.

### A Printing-trade Press Association.

THE INLAND PRINTER took advantage of the gathering to entertain the representatives of its contemporaries at lunch at the Hamilton Club. There were present C. F. Whitmarsh, of *Printing Art*; J. Clyde Oswald and W. C. Hales, of the *American Printer*; Charles G. McCoy, of the *Printing Trade News*; Warren Hait, of the *Master Printer*; B. B. Herbert, of the *National Printer-Journalist*; John M. Imrie, of the *Printer and Publisher* (Toronto), and A. H. McQuilkin and W. B. Prescott, of THE INLAND PRINTER.

As is usual when editors and publishers get together, present and prospective postal regulations were discussed, as well as other difficulties inherent in the business.

While those attending the lunch and absent confreres have always been on friendly terms personally, and there has been a freedom from objectionable editorial or commercial methods in this overmagazined field, it was the consensus of opinion there should be more cooperation in dealing with troubles common to all the journals. A provisional organization was formed, under the name of the Printing Trade Press Association. Mr. Oswald was selected as chairman and Mr. Imrie secretary.

## THE COST CONGRESS.

The sweltering heat seriously handicapped the work of the fourth annual Printers' Cost Congress, held at Hotel Sherman, Chicago, on September 5 and 6. Only the deepest interest could have held as many as actually did attend the three sessions. It seemed almost a physical impossibility to sit through an entire meeting and absorb the interesting ideas presented by the speakers. The weather fairly sized, taking the starch out of everybody—not excepting the coldest-blooded price-cutter, if he were present.

The first session was opened on Thursday morning (September 5), at 10 o'clock, with J. A. Morgan, of Chicago, chairman of the Cost Commission, presiding. Mr. Morgan's address was one of the most important and interesting contributions to the congress. Among other things he showed that more than two thousand offices in the jurisdiction of the organization were now operating cost systems, whereas at the time of calling the first congress, three years ago, less than sixty printing-plants had made an effort to establish standard methods for ascertaining costs of production.

At the close of Mr. Morgan's address the election of officers was in order, and the following were nominated and unanimously elected:

Chairman—Edward L. Stone, Roanoke, Va.

Vice-chairman—John F. Watson, Jersey City, N. J.

Secretary—E. M. Spencer, Minneapolis, Minn.

Mr. Morgan then presented the report of the Cost Commission, the recommendations of which were reflected in the resolutions later adopted. A vote of thanks was tendered the commission for its untiring work in the interests of the cost-finding movement.

An address by H. W. J. Meyer, of Milwaukee, on "What Constitutes the Standard Cost-finding System and Distribution of Overhead Burden?" concluded the morning session. There was an interruption—a rather pleasant one, by the way—of Mr. Meyer's address. The Order of Pica appeared on the scene dressed in full uniform, with a message for the congress. Marching silently and impressively down one of the aisles, the members of the order lined up before the chairman, and mysteriously presented him with a long black roll, which was received with some misgivings. The "Picas" then retired without uttering a word, casting an air of mystery over the procedure, which made the assemblage curious as to the black roll which had been left. It turned out to be a message of greeting and good cheer, and a pledge of cooperation in the great work now under way for the betterment of the printing trades.

At the afternoon session a paper written by C. B. Byrd, of Atlanta, who was unable to be present on account of illness, was read by Mr. McGill, of Atlanta. The subject was, "What Constitutes Office Corrections? Are They Chargeable or Nonchargeable?" Mr. Byrd was of the opinion that office corrections should include every error that might not be expected of a competent printer, and the time spent in these corrections should be classed as non-chargeable.

The Friday morning session was opened with a report on the resolutions presented by the Cost Commission, which were adopted with a few minor amendments, as follows:

## RESOLUTIONS PRESENTED BY THE COST COMMISSION.

1. For the purpose of arriving at the cost of production of printing, we recommend that the standard unit of product shall be the sold hour in the several departments.

2. That the standard hour cost shall be the gross cost—namely, labor, plus all overhead expense, department and office.

3. That the standard method of caring for the overhead expenses

shall be to charge direct to each department all necessary items and to distribute office or general overhead expense on the basis of total department costs, including pay-roll.

4. That stock handling, storage and shipping, as well as sales, shall where possible be kept as separate departments, or may be included as items of the general overhead, to the end that same be included in gross cost of mechanical department.

5. To cover cost of handling stock we suggest a minimum of ten per cent be added to the delivered price at the plant. Profit to be added to this amount.

6. That the standard rate of depreciation on standard machines to be charged to cost of production shall be ten per cent annually of original purchase price.

7. That the standard rate of depreciation on type to be charged to cost of production shall be twenty-five per cent per annum of its original cost.

8. That the standard rate of depreciation on type-stands, chases, stones, etc., to be charged to cost of production shall be ten per cent per annum of their original cost.

9. That interest on investment (paid in capital and surplus) at the legal rate of interest is a proper charge to the cost of production.

10. That the standard rate to be charged off for bad debts shall be one per cent of volume of yearly sales.

11. That in the operation of a printing plant to its average capacity, a minimum profit should be twenty-five per cent added to cost of production.

12. That the standard terms of sale of the printers' product shall be thirty days net, due on the 10th of the month following date of purchase. We further recommend that, where local credit and collection departments are in operation, a uniform agreement as to credits be adopted, and the same be printed upon the monthly statements of the members, the form to be somewhat as follows: "This firm is a member of the Credit and Collection Bureau. All statements are due the 10th of the month following date of purchase. All accounts overdue will be charged interest at the legal rate of interest."

13. That for the purpose of arriving at the cost of monotype composition the keyboard and the caster be kept as separate departments.

14. That chases and patent blocks in the average commercial plant be considered a part of the composing-room equipment.

15. That where type and material are kept standing for the convenience of the customer, as a matter of course, a proper charge should be made.

16. That in presswork ink should be charged as a special item, and not included in the cost per hour of presswork.

17. As a requisite for determining costs we indorse and deem necessary the use of an efficient loose-leaf inventory.

18. Experience has demonstrated that inventories for insurance adjustments by appraisal companies have proven most satisfactory.

19. We recommend that the Cost Commission gather and tabulate complete statements of cost of production from as many cost-system users as possible, throughout the country, and officially report their findings semi-annually to the trade directly or through the trade press.

20. We recommend that the Printers' Mutual Fire Insurance Companies operated by and for the printing trade receive the careful consideration of all employing printers.

21. We recommend that Printers' Mutual Casualty Insurance receive careful consideration of all employing printers.

22. We recommend the establishment of Printers' Credit Associations in all localities where practical.

23. We recommend that the proceedings of this congress be printed and distributed to the delegates in attendance at this meeting and such other printers as may be deemed advisable.

24. We recommend changing the heading of the column on the cost blanks headed "Hand Composition" to "Composing-room Hand Work."

"Cost of Liability Insurance to the Printing Trades" was reviewed by J. C. Adderly, while Frederick L. Davies spoke on "Accidents in Printing Plants."

W. J. Hartman, of Chicago, addressed the convention on "Machine Composition Costs," giving some interesting figures taken from actual records.

A. E. Southworth, of Chicago, delivered an especially interesting address on "Composing-room Efficiency," using charts to illustrate the points he made. We present elsewhere the full address, together with some of the illustrations.

Other speakers at the last session were B. F. Corday, of Cleveland, Ohio, on "Pressroom Efficiency"; James A. Bell, Elkhart, Indiana, on "Bindery Efficiency," and W. E.

Hobill, of Detroit, Michigan, on "Selling Department Efficiency."

The next meeting of the congress will be held at New Orleans, in conjunction with the twenty-seventh convention of the United Typothetae.

### THE BANQUET.

All records were broken at the banquet given by the Chicago Typothetae to visitors and delegates attending the twenty-sixth convention of the national body on the evening of September 5, in the Louis XVI. Room of Hotel



**CHARLES BEECHER LAHAN,**

Who, as Toastmaster, Electrified the Typothetae Banqueters.

(Mr. Lahan is vice-president of the Regan Printing House, Chicago, and a former vice-president of the International Typographical Union.)

Sherman. Almost one thousand persons were in attendance, with the weather beyond description in its abnormal heat. But while the attendance and the hot weather reached record-breaking points, neither constituted the impressive feature of the big affair. Ask any one of the nine hundred-odd who braved the batteries of the weather man, what it was that so well repaid him or her for the courage displayed. There can be only one reply —

"Charlie" Lahan, the toastmaster.

When Chairman Southworth introduced Charles Beecher Lahan, of the Regan Printing House, as the toastmaster of the evening, it was a sweltering, melting and fatigued-looking assemblage that received the announcement with a minimum of enthusiasm. But before Mr. Lahan had finished the introductory section of his oration — and it was an oration — every one not only had forgotten the weather discomforts, but was actually rejuvenated, inspired and

enthused by the scintillating yet easy brilliance of the speaker.

"Charlie" Lahan made the Typothetae banquet a success in spite of the elements.

Following the lead of the toastmaster, the speakers of the evening all did remarkably well. Eugene U. Kimbark, president of the Chicago Association of Commerce, spoke on "Cooperation," reciting some of the good effects of organization. He called attention to the unselfish work of printers in the Association of Commerce, saying that some of that body's most useful and energetic members were from the printing trades.

J. Stearns Cushing, the retiring president of the United Typothetae, spoke feelingly of his connection with the organization, and declared that his elevation to the presidency would always be remembered as the proudest period of his life.

"The Child" was the subject of Miss Mary M. Bartelme, public guardian of Cook County. She made an eloquent plea for the children, and deeply interested her auditors in the work which comes under her supervision. Some pathetic pictures were drawn of child-life in public institutions.

Judge Marcus Kavanagh, of Chicago, defended "The American Judiciary." He believed that America was blessed with the most able, the highest-minded and the most conscientious judges to be found anywhere in the civilized world. It may be that the Judge had some compunctions as to how the statement would be received, for he prefaced it with so many good stories and witticisms that he had gained the sympathy of his listeners. At any rate, if the American bench is not all that Judge Kavanagh pictured it, it is not because he himself has not endeavored to make it so.

The last speaker on the program was the newly elected president of the United Typothetae of America — A. M. Glossbrenner, of Indianapolis. His subject was the "Typothetae's Future," and he gave some good reasons why he believed it would prosper and become one of the most influential and powerful organizations in the commercial life of the nation. Mr. Glossbrenner is among the very few men from the West who have been selected to lead the national body, and printing craftsmen will watch with interest his conduct of the executive affairs in this oldest of American employing printers' organizations.

### THE EXHIBITION.

Printers' machinery and supplies exhibitions reached top-notch pretensions in the one held at Hotel Sherman, Chicago, during the convention and cost congress of the United Typothetae of America. All of the available space in the hotel was taken, and some late applicants were unable to secure space. While it is doubtful whether it pays the supply men in dollars and cents to go to the expense necessary to make exhibits at these affairs, certain it is that the exhibitions are doing a work of education that possibly could not be accomplished in any other way. It is all a part of the progressive movement for more enlightened craftsmanship.

Among those who helped the good work along at this exhibition, the following were noted by INLAND PRINTER representatives:

J. A. Richards Company, of Albion, Michigan: Multi-form outfits.

J. W. Butler Paper Company, Chicago: Display of high-grade papers for printers. A featured line was the



Cameo Plated Coated Book. The booth had the air of an art gallery.

George L. Lee & Co., Cleveland, Ohio: Perfection Metal-pot Feeder—a revolutionary method of casting ingots and automatically feeding linotype metal-pots.

Cleveland Folding Machine Company, Cleveland, Ohio: The Cleveland Folding Machine—"the only folding machine that does not use tapes, knives, cams or changeable gears in folding."

A. F. Wanner & Co., Chicago: Potter proof presses.

A. G. Burton's Son, Chicago: Universal-Peerless rotary perforators.

Wanner Machinery Company, Chicago: Golding job presses.

George C. Dent & Co., Chicago: Time-stamps, time-recorders, elapsed-time computers. The unique Measure-graph attracted much attention.

Williams-Lloyd Machinery Company, Chicago: Schneidewend proof presses, Clayborn registering devices.

Cowan Truck Company, Holyoke, Massachusetts:



Section of Louis XVI. Room at Hotel Sherman, Chicago, During Progress of the Banquet Tendered by the Chicago Typothetae to Delegates and Visitors Attending the Twenty-fifth Anniversary Convention of the United Typothetae of America, September 5, 1912. Almost One Thousand Persons Were in Attendance.

The new No. 2 Special is designed to augment quicker and better proof-taking—the foot-lever trip is supplemented by an automatic trip.

F. P. Rosback & Co., Benton Harbor, Michigan: Stitchers, cutters, folders, punchers, rotary perforators and index cutters.

Keystone Type Foundry, Philadelphia: Steel furniture, metal trucks, steel cabinets for sorts, galleys, etc., double bank, registering table.

Challenge Machinery Company, Grand Haven, Michigan: Diamond combination cutters, Advance lever cutters, register hooks and sectional blocks, cast-iron furniture, galleys and quoin keys.

Eastern Sales Company, Chicago: Vandercook proof press, including the new model 1720 Composing-room Cylinder. The latter was sold while on exhibition.

Thompson Typesetting Machine Company, Chicago: Thompson typesetters.

Lino-Tabler Company, Chicago: Cross-rule broach, to be used in connection with the Lino-Tabler system.

"Cowan" truck (for handling stock). W. H. Toebeleman, 82 West Washington street, Chicago, western agent.

C. F. Anderson & Co., Chicago: Anderson 100 Per Minute Folder and Anderson Bundling Press.

American Type Founders Company, Chicago: Mashek form trucks, steel furniture, adcuts, galleys, chases, Chandler & Price Gordon press driven by a Crocker-Wheeler motor, Tatum paper drills, Boston wire stitchers of the latest model, a large exhibit of steel goods for printers' use, such as cabinets, stands, and iron-surfaced imposing-tables.

Automatic Time Stamp Company, Boston, Massachusetts: Time-stamps.

Barnhart Brothers & Spindler, Chicago: Steel furniture and frames, metal furnaces, steel Lino copy cabinets, metal trucks (steel), ink and paper cabinet (steel), make-up tables (steel), electric welded chases, sectional chase rack (iron), chase trucks (iron), printers' desks (all steel), cast-iron furniture, steel tablet presses, all-brass galleys, display rack of printed type and border specimens, platen-press brake (iron), Superior chase locks.



Wetter Numbering Machine Company, Brooklyn, N. Y.: Wetter Type-high Numbering Machines.

Miller Saw-Trimmed Company, Alma, Michigan: Miller Saw-Trimmers and attachments.

Autopress Company, New York: An autopress. The machine was purchased by a Chicago printing-house.

Philip Ruxton Company, Chicago: Inks and specimens. Also an exhibit of slides and apparatus for color analysis, an imported chemists' scale for determining quantity of ink used on large jobs. Mr. Andrews was present explain-

Gisholt Machine Company, Madison, Wisconsin: Peridograph.

The Swink Printing Press Company, Delphos, Ohio, had one of its two-revolution presses at 703 South Dearborn street. This press was a part of the display of the Wanner Machinery Company, Chicago.

Printing Machinery Company, Cincinnati, Ohio, had on exhibition registering devices and presses.

Mergenthaler Linotype Company, New York, exhibited an improved lead and rule caster, producing two-point



Section of Louis XVI. Room at Hotel Sherman, Chicago, During Progress of the Banquet Tendered by the Chicago Typothetae to Delegates and Visitors Attending the Twenty-fifth Anniversary Convention of the United Typothetae of America, September 5, 1912. Almost One Thousand Persons Were in Attendance.

ing the fine points in color harmony and the relation of color to printing.

Paper Mills Company, Chicago: Splendid exhibit of paper specimens and large display rack showing the value of their "dummy" service to printers.

Uprightgrain Printing Base Company, Chicago: Bases for printing plates and quoins, registering hooks, Johnson auto-roller rack and overlay table.

Rapid Electrotpe Company, Cincinnati, Ohio: Alumino-type (new platemaking process).

H. B. Rouse & Co., Chicago: A large line of printers' tools and utilities, including the famous Universal block and hooks, brass galleys, mitering machines, lead and rule cutters, composing-sticks, etc.

John Thomson Press Company, New York: Platen press, "Laureate." A number of fine printed specimens were distributed to callers.

Charles Eneu Johnson & Co., Philadelphia: Printing-inks.

Hexagon Tool Company, New York, saw, planer and trimmer.

leads and rule up to thirty ems in length. Attached to this machine was the Perfection metal-pot feeder and Perfection gas-governor. These automatic attachments are manufactured by George E. Lee & Co., Cleveland, Ohio.

Latham Machinery Company, Chicago: Monitor wire stitchers, punching machines, embossers, job checkers, bookbinders' presses, creasers, scorers, table-shears, paging and numbering machines, hard-die perforators, and complete bindery equipment.

Waters Tabulator Company, Council Bluffs, Iowa: Tabulating machine, an adjunct of the linotype machine.

J. L. Morrison Company, Chicago: Book and box stitchers.

Gatchel & Manning, Philadelphia: Fine engravings of all kinds, principally processwork.

Royal Electrotyping Company, Philadelphia: Reproductions of electros for colorwork.

The Rayfield-Dahly Company, Chicago: Dahly combined perforating and numbering machine.

The Latham-Leethem Company, New York: Plate-mounting system and automatic beveling machines.



#### Roosevelt May Address Printers.

The invitation extended to Ex-President Theodore Roosevelt to address the second cost congress of the Ohio printers, to be held at Cincinnati, on October 3-5, has been accepted, according to the *Commercial-Tribune* of that city.

It is provided in the acceptance, however, that if his presence is urgently needed elsewhere at the time, Mr. Roosevelt will necessarily have to disappoint the Ohio printers.

#### Boston Craftsmen Resume Meetings.

The Boston Club of Printing House Craftsmen will resume its fall meetings with a dinner on Thursday evening, October 10, at the Revere House, Boston. John Rogers, of the Mergenthaler Linotype Company, will address the club on "Machine Composition: The Linotype and Its Possibilities." Mr. Rogers has been for a number of years at the head of the experimental department of the Mergenthaler Linotype Company, and is a master of the subject of his discussion.

#### Employing Electrotypers Favor Arbitration Plan.

At the convention of the International Association of Electrotypers, held at Chicago, on September 3-4, a policy was adopted favoring arbitration in labor disputes through national committees, such as is now in effect between the International Typographical Union and the American Publishers' Association. Steps will be taken looking to a conference with the officers of the International Stereotypers and Electrotypers' Union, with the object of bringing about such an agreement.

The association, which has been inactive for a number of years, effected a reorganization at the Chicago meeting, electing the following officers: President, William F. Scott, Boston; vice-president, H. Clark, Cleveland; secretary, Paul J. Wilhelm, Buffalo; treasurer, Charles S. Partridge, Chicago.

#### Employers' Organizations in Australia.

Our youthful contemporary, the *Australian Printer*, says there is decided improvement in the relationship existing between master printers on the other side of the world as compared with conditions of a few years ago. Typothetæ have been established in four of the States, and results are not belieing the promises of the advocates of organization, whose principal purpose is to remove competition from the sphere of prices to that of quality and punctuality.

On September 11 to 13 a conference was to be held at Adelaide under the auspices of the South Australia Master Printers' Association, but it was predicted in July that it would result in the inauguration of a federal association embracing all the States and known as the United Master Printers of Australia.

#### Canadian Printers' Cost Convention.

Indications point to a large gathering facing Temporary Chairman Desbarats when he calls to order those attending the Canadian Printers' Cost Convention at the Technical School of Montreal, on October 24 and 25. The tentative program presents a fine array of speakers and subjects. Among out-of-the-ordinary features are the appearance of French titles for papers, a clergyman—

Rev. Frère Bourassa—on the program, and the King's Printer—equivalent to our Public Printer—will reply to the addresses of welcome. The convention will last two days, and especial arrangements are being made for the entertainment of lady visitors. As the fare-and-a-third system still prevails in Canada, it is expected the wives of many printers will take advantage of the opportunity to see the interesting French Canadian metropolis. The affair is being managed by a large committee, of which William A. Desbarats is chairman, Charles S. J. Phillips, vice-chairman, and Charles H. Tice, secretary-treasurer.

#### Colorado Editors Support Master Printers.

At the summer meeting of the Colorado Editorial Association, held at Steamboat Springs in August, with over three hundred editors in attendance, the following resolution was adopted:

WHEREAS, The members of the Colorado Editorial Association are aware that efforts are being made by the master printers of many cities to have the paper-supply houses recognize them as the retail part of the paper business, and have asked that when price-lists are issued a differential of twenty-five per cent in prices be made in favor of the master printers, and that the said price-lists be restricted in circulation among master printers only as the said retail part of the paper business; and,

WHEREAS, The paper-supply dealers in Denver have recently issued price-lists as heretofore and distributed them without restrictions, and have ignored the request for a twenty-five per cent differential made by the master printers as said retail part of the printing business; therefore be it

Resolved, That this Colorado Editorial Association place itself on record as being in full sympathy with the master printers in the request made of the paper-supply houses, that it pledge its membership to full coöperation whenever possible, and express the hope and wish that the master printers continue their efforts until the supply houses grant the differential asked and a more equitable and just relationship between printers and supply houses be established.

#### Southwest Printers in Third Annual Congress.

The Southwest Printers' Cost Congress will hold its third annual meeting at Muskogee, Oklahoma, November 8 and 9. This congress is composed of printers from Oklahoma, Kansas and parts of Texas, Missouri and Arkansas. The first meeting was held in Wichita, last year's meeting at Oklahoma City, and the 1912 meeting promises to be the best of all, at Muskogee, the wonder city of the Southwest, which has grown from an Indian village to a metropolitan city of forty thousand in less than ten years.

Many of the most prominent cost enthusiasts of the country are expected to attend. The social part of the meeting, which is in charge of the Muskogee Ben Franklin Club, will include automobile and street-car rides, banquet, luncheons, etc., all of which will be entirely free to visitors. The Muskogee Club is arranging to publish a souvenir program, which will be distributed in advance of the meeting, to raise funds for the entertainment.

The officers of the Southwest Printers' Cost Congress are: President, G. M. Booth, Wichita; vice-president, Harry V. Bowman, Muskogee; secretary, Mrs. F. D. Harmon, Leavenworth; and treasurer, O. P. Meloy, Joplin.

Dave L. Guyette, Muskogee, is secretary of the general committee on arrangements for the meeting.

#### Convention of International Photoengravers' Union.

The thirteenth annual convention of the International Photoengravers' Union was held at Denver, Colorado, the week of August 19 to 24, and resulted in an important session of that organization and a week of pleasure combined for the delegates, their families and friends who made the trip West.

The engravers took up the fight against the new amendment to the Bourne parcels-post bill before Congress,

which raises the rate to publishers on second-class mail matter from 1 cent per pound to 2 cents, and directed that telegrams of protest be sent to United States Senator Boies Penrose, chairman of the Senate conference committee on postoffices and post roads and to the other members of the committee. Action was also taken asking all printing-trades unions to use their influence to prevent the passage of the objectionable amendment.

Another important measure which was discussed in convention was the raising of a defense fund of \$100,000 to be used as needed in dealing with employers. The International Association of Manufacturing Photoengravers is said to have recently raised a fund of \$25,000, and the employees seriously considered the raising of an amount four times as large, although it is stated that no decision was finally reached in the matter.

Sixty-five local unions make up the international union, which has a total membership of 4,500. There are forty-six members of the Denver branch, and extensive preparations were made for entertaining the delegates and visitors, who numbered nearly two hundred. The local entertainment committee consisted of H. F. Kennison (chairman), who also made the address of welcome Monday evening; F. Stone, J. Jones, L. H. Weiler, F. Seeleman, and C. J. Weinand. A program of entertainment was arranged for each day, the business sessions being held in the mornings, and the afternoons and evenings being devoted to sightseeing and visiting near-by mountain resorts. On Thursday the five engraving plants of Denver were closed all day, permitting the employees to accompany their guests on a trip to Glacier Lake. Several of the larger plants were also inspected by the visitors, and at the close of the convention many of them made the trip to Colorado Springs to view the Home for aged printers maintained by the International Typographical Union.

In addition to the delegates, a number of distinguished men of the allied trades attended the meeting. Among them were George Stein, representing the International Typographical Union; George L. Berry, of the printing pressmen; Robert Glocking, president of the International Bookbinders' Union, and International President Matthew Woll, of the engravers, whose home is in Chicago.

At the close of the sessions, which were held at the Albany Hotel, as headquarters, Matthew Woll was re-elected president; Louis A. Schwartz, of Philadelphia, elected secretary and treasurer; Peter J. Brady, of New York, first vice-president (being elevated from the position of third vice-president, which he held last year); Henry F. Schmall, of St. Louis, second vice-president, and Charles Vandervoort, of Los Angeles, California, third vice-president.

Cleveland, Ohio, was selected for the place of meeting of the next annual convention.

#### THE NEW DEVIL.

A new devil was on the job and he was busily at work learning the case. The foreman noticed that occasionally he would fling a type out of the window. Finally he went over and asked the boy why he was doing it. The reply came back confidently, "Some of these things are no good. They ain't got anything on them." — *British Colonial*.

#### ACCIDENTAL.

Waiter — "Well, sir, how did you find the beef?"

Diner — "Oh! I happened to shift a potato, and — well, there it was." — *Bystander*.

#### PROGRESSIVE POSTAL-RATE CONGRESSMAN THANKED.

Hon. M. B. Madden represents the First Congressional District of Illinois, which includes Chicago's famous "loop," and is said to be the greatest commercial and manufacturing district represented in congress. It embraces the bulk of Chicago's printing and publishing industry. Though few of the business men have votes in this district, yet Mr. Madden — a man of business himself — tries to keep in touch with the needs of diversified industrial interests in his bailiwick.

Thus he came in contact with the printing industry and its troubles with the Postoffice Department, and in the current Congress was made a member of the House Committee on Postoffices and Post Roads. He proved to be a valuable aid at Washington, for though a standpatter in many things he is a progressive in his ideas about the dissemination of printed matter. Members of the Ben Franklin Club and Chicago Trade Press Association, who had met Mr. Madden as representatives of their respective associations, thought there should be some expression of appreciation of the Congressman's services to the industry. It took the shape of a complimentary dinner under the auspices of both organizations on the evening of September 12, at the Chicago Press Club. Resolutions were adopted declaring the nonpartisan character of the gathering, and thanking Mr. Madden for the valuable services he had rendered the trade, complying with requests promptly without regard to the political affiliation of the citizens. In a short talk the Congressman said the printing and publishing industry was manufacturing intelligence and entitled to the aid and assistance of the Government. He did not think the Post-office Department should be expected to show a profit any more than any other department, and opined that rates should be lowered rather than increased. Addresses were made by President Shaw, of the Federation of Trade Press Associations; W. J. Hartman, president of the Ben Franklin Club of America; B. B. Herbert, A. H. Lockwood, M. H. Madden and W. B. Prescott. A resolution was also adopted authorizing the president of the local Trade Press Association and Ben Franklin Club to appoint a committee to collect funds for the purpose of gathering data for presentation to the commission on second-class matter and to look after the trade's interests at Washington during the forthcoming session of Congress.

The committee representing the Ben Franklin Club is composed of President J. J. Miller, of Barnard & Miller; E. W. Beedle, president of the Henry O. Shepard Company; James L. Regan, president of the Regan Printing Company; W. J. Hartman, president of the W. J. Hartman Company. The Trade Press Association — E. R. Shaw, president of the Federation of Trade Press Associations; President F. D. Porter, of the *National Builder*, and Morton Hiscox, of the *Retail Coalman*. These gentlemen formally organized, with Mr. Shaw as chairman, Mr. Regan as treasurer, and Secretary Chandler, of the Ben Franklin Club, as secretary.

#### CAUTION.

"Shall I empty your waste-basket?" asked the janitor. "It is brimful of correspondence."

"No," answered the man who is combining politics with high finance. "Just hand me my bonds and stock certificates and I'll stuff 'em in some pigeonhole so that you can lock the waste-basket in the safe." — *Washington Star*.





**TYPOTHETAE OF CHICAGO, 1895.**

Courtesy of the J. W. Butler Paper Company. See opposite page for list of names of members and companies represented.



MEMBERSHIP OF THE CHICAGO TYPOTHETAE  
SEVENTEEN YEARS AGO.

By the courtesy of the J. W. Butler Paper Company, Chicago, THE INLAND PRINTER presents on the opposite page the portraits of the members of the Chicago Typothetae of 1895. These portraits are particularly interesting at this time, following the national convention. The J. W. Butler Paper Company was the first firm in the allied industries enrolled as a charter member of the organization. Following are the names of those shown in the illustration, in the order in which the portraits are presented:

Reading from left to right, first row: A. D. Brown, W. J. Jefferson Printing & Publishing Company; W. J. Jefferson, W. J. Jefferson Printing & Publishing Company; Ralph Jefferson, W. J. Jefferson Printing & Publishing Company; John Allen, Stromberg, Allen & Co.; Bradley Dean, Dean Bros.; C. M. Staiger; M. A. Fountain, M. A. Fountain & Co.; C. E. Rollins, Rollins Publishing Company; O. B. Marsh, H. C. Marsh & Son; R. B. Cotter, Central Show Printing Company; Edward Beeh, Jr.

Second row: M. C. Dean, Dean Bros.; A. Rogerson, Rogerson & Co.; John J. Miller, Barnard & Miller; Carl Graeff; S. G. Pitkin, Rogers, Pitkin & Hall; James Guilbert, James Guilbert; R. R. McCabe, R. R. McCabe & Co.; Reuben H. Donnelley, R. R. Donnelley & Sons Company; Ben S. Donnelley, R. R. Donnelley & Sons Company; Thos. E. Donnelley, R. R. Donnelley & Sons Company; H. S. Tiffany, H. S. Tiffany & Co.

Third row: Robert Fergus, Fergus Printing Company; Geo. A. Strong, Chicago Newspaper Union; F. E. Moore, R. R. Donnelley & Sons Company; Albert W. Landon, *The Humane Journal*; Franz Gindele, Gindele Printing Company; Andrew McNally, Rand, McNally & Co.; B. B. Herbert, National Printer-Journalist Publishing Company; James L. Regan, Regan Printing Company; D. H. Christophel, Women's Temperance Publishing Association; Geo. M. D. Libby, Libby & Sherwood; John L. Hanlon.

Fourth row: E. Rubovits, Rubovits & Son; J. B. Huling, Commercial Printing Company; Charles F. Blakely, Blakely Printing Company; W. B. Conkey, W. B. Conkey Company; Frederick Barnard, Barnard & Miller; R. R. Donnelley, R. R. Donnelley & Sons Company; A. R. Barnes, A. R. Barnes & Co.; Amos Pettibone, Pettibone, Sawtell & Co.; Leon Hornstein, Hornstein Bros.; J. W. Donohue, Donohue & Henneberry; Dwight Jackson, Thayer & Jackson Stationery Company.

Fifth row: W. P. Henneberry, Donohue & Henneberry; A. W. Vawter, Baker-Vawter Company; David Blakely, Blakely Printing Company; P. F. Pettibone, P. F. Pettibone & Co.; W. P. Dunn, W. P. Dunn Company; Thomas Knapp, Knapp Printing & Binding Company; Chas. E. Leonard, Knight, Leonard & Co.; George E. Cole, George E. Cole & Co.; Cyrene H. Blakely; Chas. E. Strong, Chicago Newspaper Union; L. G. Rubel, Rubel Bros.; Willis J. Wells, Rogers & Wells.

Sixth row: N. B. Barlow; O. P. Bassett, Pictorial Printing Company; Newton Lull, George E. Marshall & Co.; William Johnston, Johnston Printing Company; W. D. Boyce, W. D. Boyce Company; Simon Rubel, Rubel Bros.; Wm. H. Rand, Rand, McNally & Co.; George E. Marshall, George E. Marshall & Co.; M. Umbdenstock, Globe Lithographic & Printing Company; G. P. Engelhard, G. P. Engelhard & Co.; Chas. D. Rogers, Rogers & Wells; D. R. Cameron, Cameron, Amberg & Co.

## A CURE FOR THE BLUES.

Anyway, it is a blessed thought that always some place in the world there is some one more miserable and more unfortunate than we are. We don't know that we should be glad about it, but we know it is the truth, and, knowing it, we have an immediate remedy for the "blues" by trying to hunt them out and aiding them. If you have the "blues," cure them by helping some one else who, too, is in trouble—real trouble.—*Cincinnati Commercial-Tribune*.

## WHEN YOU WANT WHAT YOU WANT.

Pretty Soon is better than Never, but it is a poor substitute for Now.—*S. E. Kiser, in Chicago Record-Herald*.

## "B. L. T." PICKUPS.

HOW LONG THE DAYS ARE GETTING!

A daughter was born this week to I. C. Conductor and Mrs. F. M. Tucker.—*Carbondale Free Press*.

CRUEL AND UNUSUAL.

One of the witnesses declared that he had seen Indians burned alive more than once.—*Literary Digest*.

THE NEW FAD.

Everybody preys on Father —  
Stickpins, ties, and stocks.  
Mother wears his trousers,  
Now sister wears his sox.

—UNCLE JOHN.

A MIRACLE OF LOAVES AND FISHING.

Nearly 200 people spent the Fourth of July at Pin Hook. They took along a sandwich, fishing tackle, and a cheerful disposition.—*Jackson (Iowa) Republican*.

BOKOO AMBISH.

Financial partner to raise pigs, by ambitious young lady.—*W. G. N.*

A BLANKET LICENSE MIGHT COVER IT.

"Please tell me if a couple must have a license in order to be married in every State in the Union. L. M. J."

—*Marion Harland's Helping Hand*.

Q. E. D.

[Excuse received by the Superintendent of Schools, Province of Abra, Philippine Islands.]

"We, the undersigned, to prove—That on Thursday past, Mximo Rojas were absent on account of sickness, that his sickness were itches insofar that he were unable to wear trousers. Therefore he were absence."

"IT'S THE UPKEEP THAT COSTS."

The mere buying of a car is but the beginning of your dealings with the Ford Motor Company.—*Ford catalogue*.

THERE ARE GRASS WIDOWS, GOLF WIDOWS, COLLEGE WIDOWS, AND —

The annual boat excursion under the auspices of the Chicago Methodist Ministers' meeting, for the benefit of the worn-out preachers and their widows, was held last Monday aboard the steamship Columbus.—*Washington Heights Prospects*.

SOME LADY, ABSOLUTELY.

A slight accident occurred yesterday afternoon in front of Albert's garage, when a motorcycle ridden by an unknown rider ran into a woman, whose name is likewise unknown, resulting in a smashup of the machine, but the lady escaped uninjured.—*Waterloo Reporter*.

RELIES ON PITTSBURGH'S SMOKE.

Mr. Blakiston wears no underclothing and summer outer clothing the year 'round and frequently goes without a hat.—*Modern Methods*.

STRANGE AS IT MAY SEEM.

One man was lying on the gravel with his head severed from his body. He was dead.—*Dryden (Ont.) Observer and Star*.

WHAT'S THE IDEA?

Notice—I wish to state that I am the proprietor of the ice-cream parlor and that my customers will not be bothered in the future with children.—*Dillie Mapes Wildman*.  
—*Prophetstown Echo*.

—*Line-o'-Type or Two, Chicago Tribune*.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

#### Mechanical Overlay Is Advised.

(1267) An Eastern pressman writes: "In the March edition of THE INLAND PRINTER there was a paragraph about a resinous overlay. I tried white lead with very poor results. Would like to know what to use as a fixative, and where I could get an air brush. I am a pressman in a small shop, and in a short time I am going to print sixty-four full-page half-tones. With an overlay of that kind I could make the job look better and do it quicker than by cutting the overlays by hand. I am a reader of THE INLAND PRINTER and have gained a great deal by it."

*Answer.*—If you use powdered resin on a printed sheet and heat each overlay separately, it will fuse the resin and you will not need a sprayer, as the resin will adhere to the ink. If you use a powdered substance such as litharge and wish to spray it, then all you need is a small atomizer and a bottle of fixative rather than an air brush. These articles may be purchased at a store where art supplies are sold. An atomizer costs about fifteen cents, while the liquid fixative is sold at the same price. We believe that you should not undertake such a difficult job with this method unless you first give it a try-out, or you may run the risk of spending considerable time without having satisfactory returns. If you take an offset impression on thin, hard paper and dust it on both sides it will give you double value; you will find that the powder adds to the thickness of the sheet in the solids more than in the high lights. However, much depends on nature of the impression taken and the amount and kind of ink applied. Chalk or metallic overlays are so much superior to the hand method that there is no comparison possible, so we would recommend these in preference to the method with which you are about to experiment.

#### How to Perforate without Cutting the Rollers.

(1274) A California printer furnishes the following information concerning printing forms containing perforating-rule: "Perforating-rules can be satisfactorily worked on platen presses without cutting the rollers, as follows: Get a 10-cent spool of surgeons' adhesive tape one-half inch wide, cut to width desired, and wrap around rollers at point where perforating-rule touches. It does not interfere with the type-matter, unless said type-matter is close to the rule. The tape does not take ink as well as the rollers, hence perforated line is not smeared with ink. (1) What is a spot-sheet in platen presswork? (2) What combination of inks makes Vandyke brown? (3) Is the 'Baby Hoe' press still manufactured, and can a new fountain-knife be procured for one? (4) Do printers without a cost system use the fourth dimension in figuring where the next 'square' is coming from?"

*Answer.*—(1) A spot-sheet is a sheet marked out and patched up with tissue and folio as the case may require.

In fact, it is a part of the make-ready. (2) The term Vandyke brown is not one that gives an idea of an exact tone of brown ink. As near as we can give it, it may be made from red, yellow and black. In the Margo color-chart red-purple hue 10 seems to approach nearest to the hue of a wash of standard Vandyke water-color. (3) For all repairs on Hoe presses write R. Hoe & Co., 504 Grand street, New York city. Give the letter and number of the press, which can be found on bed-plate. (4) This question can probably be answered by some printer who has not yet adopted a cost system. The "square" will perhaps be in the form of a borrowed meal-ticket.

#### Tympan for a Cylinder Press.

(1314) A Michigan printer writes: "I am a young printer, in a small office. I do all my own presswork. I have encountered a task that I am unable to perform. Kindly tell me the best tympan to put on a cylinder for ordinary job printing, a complete packing, and how to arrange it."

*Answer.*—We regret your query was not more complete. You should also have given us the name of the press and the nature of the work done on the machine, as we could then give you a more comprehensive reply. However, the following directions cover the general run of work: (1) Take a piece of pressboard that will be full width of the cylinder between the bearers and one inch longer the other way. When it is scored so as to fold over the edge one inch, attach it to the pins on the cylinder under the grippers (2) Put a manila draw-sheet over this, clamp it and reel it up tight. (3) Place a number of sheets of print paper on top of the draw and lay a column-rule over these, and when you bring it just about level with the cylinder-bearers you have enough tympan. Over this place another draw or top sheet, which should always be well oiled. This tympan will do for almost any kind of a job you will have.

#### Carbon Sheet for Mark-out Table.

(1316) A Vermont pressman writes: "Can you inform me through your columns where I can get a carbon board such as is used in make-ready for marking out sheets? I have used them in large pressrooms, but never troubled myself as to where they could be bought, how they were made, or if they can be made in the pressroom. Those that I have used were about three-sixteenths of an inch thick—what looked to me like a binder's board with carbon all through the sheet."

*Answer.*—We do not know where they are sold. A suitable mark-out board may be made by using a pulp board. Lay it on an imposing-stone or other flat surface. Rub into it a mixture of castor-oil, paraffin and lampblack, which will be made into a thick paste. Allow the board to

stand a while before using. This will last quite a time. Repeat the treatment when it fails to give a strong enough mark. A heavy piece of manila tag-board passed slowly through the form-rollers, having it well inked, is a good substitute for the above. A little castor-oil mixed with cylinder news ink is best suited, as it does not dry hard like job or book ink.

#### Slurring on Envelope with Rule Border.

(1311) Submits a No. 10 envelope having a rule border that gives about eighteen points margin. Opposite the flap is a slur where the envelope touched the rule before it was impressed to the tympan. This contact produced a slur. The printer writes: "I enclose a marked copy of an envelope with which I have had trouble. I fed it at first head first, but it slurred so badly that I had the form changed and fed it head up, with the result as you see. I would like to know if there is any way of printing these without taking the flaps out, so that they will not slur."

*Answer.*—The envelope can be worked by using corks attached to twine stretched between the grippers. The bits of cork will hold the envelope firmly to the tympan and prevent the air beneath causing it to become baggy. This plan is often adopted where open places occur in forms and the rule causes a light slur or double print.

#### Oiled Paper to Cover Ink Fountains.

(1318) An eastern pressman writes: "I am a cylinder pressman and learned my trade under a capable foreman. In an argument with another pressman I held that in placing an oiled sheet of paper on the ink in the fountain the oiled side should be up. He says the oiled side of the sheet should touch the ink. Which is proper? You will oblige me by giving full information regarding how to make the metallic overlay. I am operating presses in a large private plant, and am soon to print a large form of half-tones. At present I cut all my overlays."

*Answer.*—We can not see that it will make any difference which side of an oiled sheet of paper is applied to the ink, for the reason that when a sheet is oiled it permeates the stock in such a way that it would be difficult to determine which side the oil is applied to. The making of metallic or chalk overlays by unauthorized persons is unlawful. For information regarding metallic overlays write Gilbert, Harris & Co., 416 North Fifty-second avenue, Chicago. The chalk-overlay process is controlled in the United States by Watzelhan & Speyer, 183 Williams street, New York.

#### Printing on Tin.

(1312) An eastern printer writes: "Can you tell us briefly how to print on tin? We wish to print one word in type two inches high on a piece of tin 3 by 10 in size. Can this be done on a platen press? What kind of type is required, and what is the nature of the ink? We have seen references to this process in your columns from time to time, but are not able to find these references now."

*Answer.*—Printing on tin of the nature you describe can be done on a platen press. The requirements for tin printing are a suitably coated metal, which is not tin but sheet iron. This may be procured in various thicknesses and coated in any color desired. The sample enclosed is a thin grade coated on one side. You may secure the coated or plain tin cut to dimensions from the American Can Company, Chicago, Illinois, or from any of its branches. While it is possible to print on coated tin from type, it means the utter destruction of the type that is used, so that one must resort to a rubber plate, much like a rubber

stamp, but vulcanized harder. With this plate mounted type-high, you use a special ink, or an ink that carries considerable drier, for the reason that the ink must dry wholly on the surface. The printed plates must be laid out singly to dry, and after a few days may be given a coating of varnish to further protect them. The regular line of tin printing ordinarily seen is done by the lithographic process, and it is stoved after printing to insure its permanency. It is given a higher gloss by varnishing. If the work you desire to produce really requires tin, you will be able to print on it, but it will require some treatment, as tin-plate is usually greasy on the surface. Special inks for tin-plate printing may be procured from your ink-dealer. If the work is to be a common-grade job, a good job ink with the addition of drier will answer the purpose.

#### Embossing and Felt Printing.

(1317) Submits a letter-head printed in black ink and embossed, also a small felt pennant printed in black ink. The letter-head contains six lines of light-face gothic, six-point, placed in the corners. The balance of the letter-head is set in larger bodies, which is readily embossed to advantage. The letter-head is cleanly printed but not sharply embossed, hence the following letter from the pressman: "(1) I am enclosing an embossed letter-head and would like you to examine it and let me know how to overcome the defects you note; also your opinion as to whether or not this is a poorly made die. I have tried everything I have ever heard of without results. Note the irregularity of the relief in the letters. (2) Would like to know what process is used in printing the enclosed pennant."

*Answer.*—(1) The embossing of the letter-head does not look well, principally because the register is imperfect and partly because of the attempt to emboss the small letters. The counter die evidently was defective, as the relief is not regular nor is it as sharp as it should be. We are unable to say whether or not the embossing die is properly made. If a more plastic medium had been used for the counter die and a good impression were obtained, we could give a definite reply thereto. In using material for a counter die, select a kind that will be plastic enough to enter the fine interstices in the die, and finally harden enough to resist the impress of the paper under pressure. You should have a copy of "Embossing and Die Stamping," which is published by The Inland Printer Company; price, \$1.50. (2) To print on felt, all you need is a special ink and a suitable type-face or plate; a home-made woodcut will answer. The ink should have a heavy body, with considerable drier in it. A good job ink may be used, either black or color, and add drier. Work a liberal quantity on the job and spread out the work, for the felt will be found to offset if piled. No plate or type with fine lines should be used—nothing but characters well opened up—and if zinc etchings are used they should be etched and routed extra deep. A few sheets of hard tympan is all that is necessary. Your dealer will supply you with the inks.

#### Printing a Half-tone Plate on an Envelope.

(1313) Submits an envelope in which a half-tone plate was used for the corner-card. The letter explains the trouble experienced in printing from a half-tone plate: "(1) Enclosed you will find a sample envelope. Is there any way in which the streaks across the cut, caused by the glue of the envelope, can be prevented? A great deal of time was lost making this job ready, and so you see the result even then was not very satisfactory. (2) We have a font of type which has been much used, and having been washed with benzin, dried ink has accumulated around the



sides, causing the type to be off its feet when used in a long line. Will you please tell me how this type may be cleaned?"

*Answer.*—Printing of a half-tone plate on an envelope where it crosses a flap is always attended with difficulties. The trouble is not due to the glue, but to the variable width of the lapped-over part of the envelope. This is an unavoidable condition in envelopes and you can meet the objection by using what is called baby rubber next to the top sheet of your tympan. You may be able to secure a piece of this rubber from a local dentist. In using this you can prepare your tympan in this way: Use about four sheets of news stock covered with a sheet of thin manila for a top sheet. Just under the top sheet use the piece of dental rubber. Under this rubber you will have the tympan cut out for the lapped-over part. In regard to the hardened ink on a font of type, if it is a small job font, set up all the type and tie it up, then place it in a tray and cover it with a solution of equal parts of crude carbolic acid and turpentine. After it has remained about twenty-four hours in this solvent, take it out and let it stand a while on a cloth spread out in order to remove the surplus solution. Brush it with benzin and you will find that the hardened ink will wash off easily. A few washings with lye and careful rinsing afterward will make the type clean. If the font is a large one, take the loose type from the case, box by box, and place it in a can or vessel containing the carbolic acid and turps, and allow it to soak long enough to loosen the hardened ink. Throw the type out into a strainer and rinse with benzin; then put in weak lye, and afterward rinse well. The type may be dried and will be found clean and free from grease, and no lye will be found crystalized on it.

#### A New All-size Sheet-feed Rotary Press.

For years printers of average means have felt the need of an all-size sheet-feed rotary press. This want is now met in the Warnock Double Sheet Feed Rotary Press, which is practically an all-around printing machine, adapted to all classes of commercial and high-class book printing.



Wallace S. Warnock.

The first press built was so successful that it sold readily. The best grade of work is executed on it at speeds varying from four thousand to six thousand impressions an hour. It prints two thirty-two-page magazine forms, from 49 by 75 inches down to 24 by 36 inches.

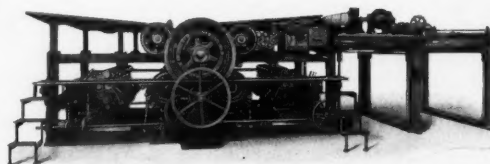
The press can be converted from a one-color press to a

two-color press in ten minutes, and will print two sheets 49 by 75 inches in two colors at every revolution of the cylinder. The press is equipped with the latest registering devices to facilitate the quick make-up of forms. The rollers may be washed up automatically in less than five minutes and may be thrown out of contact by the movement of a lever.

An original feature is the equipment of two extra-cylinder form jackets to permit the preparation of two extra forms, thus reducing the time to a minimum in the make-up of forms.

Every part of the press is readily accessible, the forms being put on and made ready from the floor.

The sheet delivery is substantial, new and unique; the printed side of the sheet is at no time in contact with anything that will smut it or rub the ink, and as sufficient air



Warnock Rotary All-size Printing-press.

is retained between the sheets while they are being jogged automatically, the ink surface dries very quickly.

The inventor of the press, Wallace S. Warnock, is a practical printer, and his name is familiar to the printing trade as the inventor of a number of successful mechanisms for the use of printers. The press is manufactured by the Warnock Printing Press Company, Chicago.

#### Makes Room for New-model Press.

Announcement has been made by the John Thomson Press Company that, on and after September 30, 1912, manufacture of Model A machines, and also ½ M style 2 B will be discontinued. We understand that the company is doing this for the reason that its factory is not large enough to handle the increased business resulting from the introduction of its Models B and J, and also to make room for its newest 1913 machine, which will be known as "Model C." This machine was designed by the younger son of Mr. Thomson, and contains several improvements over the Model B, the place of which it will eventually take.

#### A New Gripper for Platen Presses.

A gripper that appears to meet every contingency in platen presswork has recently been placed on the market. This attachment is called Hake's Universal Perfection Gripper, and is manufactured by the American Printers' Appliance Company, Milwaukee, Wisconsin. The gripper may be applied to any platen press and consists of a series of adjustable slotted crossbars which may be attached to the special grippers. To the crossbars may be attached blocks carrying adjustable rods of various forms which may be placed in almost any conceivable position to meet the nature of the form being printed. The gripper rods are inserted into an aperture in the adjustable blocks, and they may be bent into any desired shape or cut to any length desired. With an attachment of this kind, a sheet may be held on four sides if desired. At any rate there seems to be no reason for slurring or sheets sticking to the form for lack of grippers to hold it to the platen. It is called by the manufacturers "The Gripper of Unlimited Possibilities."





This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

#### **Discriminating Printer Wants Better Opportunity.**

(1367) First-class, all-around job man desires situation with prospects of better position after proving ability. Has studied the theoretical side of the business, and can discriminate between "good" and "bad" work. Strictly temperate; punctual.

#### **Printing Business for Sale.**

(1368) Well-known concern in Quebec, Canada, doing a profitable business in job printing and calendars, desires to sell. Perfect equipment. Established twelve years. A moneymaker for some one. Investigation invited. Bargain to quick purchaser. Good reasons for selling.

#### **Superintendent for Edition Bindery.**

(1369) Bookbinder, forty-two years of age, with twenty-seven years' experience in all branches of the book-binding trade, would like position as superintendent in a well-equipped edition bindery. Thoroughly understands cloth and leather work, and also understands systems. Can furnish best of references from past employers and well-known publishers of New York.

#### **Position Wanted as Apprentice on Newspaper Press.**

(1370) Young man eighteen years of age desires to secure job as apprentice on a newspaper press. Has had no previous experience, but has been feeding Gordon and Universal for two years. Ambitious and possesses a fair education.

#### **Competent Pressman of Long Experience.**

(1371) On account of wife's health, first-class pressman of fifteen years' experience on all makes of platen presses, as well as cylinder presses, desires to locate with some good firm in a western city. For the past seven years has been employed as working foreman of medium-sized pressroom, doing close-register color and half-tone work. Prefers to specialize on fine-art printing; will be glad to furnish samples of his work to any one interested. Strictly sober and reliable; union.

#### **Proofreader of Unusual Ability.**

(1372) Thoroughly experienced proofreader desires a change of position. Has had over ten years' experience on books, magazines, technical journals and encyclopedias. Possesses a good education, holding academic diploma and degree of LL. B. Knows several languages and speaks German fluently. Thoroughly familiar with the printing trade, and has a license to teach printing and proofreading in the evening high schools of New York city. Union. Can furnish excellent references from previous and present employers.

#### **Not Afraid of Any Proposition.**

(1373) First-class, all-around printer, capable of taking charge of printing-office, wishes to secure situation where ability, energy and efficiency will be appreciated. Not afraid of any proposition. Thirty-eight years of age and steady and reliable. References furnished.

#### **Wants Position with Good Western Firm.**

(1374) First-class job pressman of eight years' experience desires situation with good western firm where he can work on cases as well. Twenty years of age; union. Can furnish best of references.

#### **Can Estimate on General Class of Work.**

(1375) Printer with twenty years' experience would like a position with an evening newspaper or good-sized weekly with a job office in connection. Can run job presses, cut stock, estimate on general class of work, set good ads. and do modern job composition. Married; union; steady, and takes pride in his work.

#### **Job Compositor, Ad.-writer, Reporter and Sketch-writer.**

(1376) A-1 printer, twenty-six years of age, with experience in every department, including foremanizing, is ambitious to secure position where his capacity and ability not only as a job compositor but as ad.-writer, reporter and sketch-writer may have opportunity for development. Is now located in territory where opportunities are limited. Some of his work as job compositor has been reproduced in the specimen department of THE INLAND PRINTER. Steady, reliable and energetic.

#### **Up-to-Date Printer Wants Managerial Position.**

(1377) Energetic young man of four years' experience as manager of \$12,000 corporation, printing an eight-page daily and weekly, also doing commercial printing with an average business of \$25,000 a year, desires a position. Has had entire charge of buying and selling ends, and is thoroughly experienced in estimating. Is a student of Ben Franklinism and competent to install cost systems. Has also made a study of efficiency in shop production. Is a first-class mechanic, having worked as mechanical draftsman and millwright. Twenty-eight years old; married; no objectionable habits.

#### **A-1 Folding-machine Operator.**

(1378) One of Chicago's best folding-machine operators, with first-class references, is desirous of securing a position where he will have in his charge more than one folding machine. Fifteen years' experience. Prefers to locate in Chicago with large house.

#### **Competent to Do Hand-lettering and Layout Work.**

(1379) Good all-around printer with fifteen years' experience at the case, who is able also to do hand-lettering and layout work, desires a position with some concern doing up-to-date printing. Will not accept less than \$25 a week, with chance for advancement. The applicant expects to develop his capacity for illustrating and designing. Has also worked on job presses, lock-up, and has ability to take charge of small or medium-sized composing-room. For six or eight years has been in charge of small office handling all work from cutting stock, setting type, locking up forms and even making them ready on presses and running them off. Steady and reliable.

#### **Here's an Opportunity for Good Man.**

(1380) Fast-growing newspaper and job-printing business in South Dakota is casting about for an enterprising, practical printer and printing salesman who

desires to invest. The applicant says: "We have a newspaper and job department, but they are both growing so fast that the two are too much for me to swing alone, especially as I am not a practical printer. At the present time we are doing \$20,000 a year, and nobody has time to solicit. We could multiply that by three if we could go out and get the orders. Franklin Club prices prevail. No large cities nearer than three hundred miles." Just the sort of opening desired by an ambitious and energetic young business printer.

#### **Wants Managerial Position.**

(1381) A printer well and favorably known in Chicago and to the trade generally and who has had considerable experience in the printing business is open for engagement as manager. Would like position in this capacity in good progressive and aggressive house. Has had all the experience necessary and can give best of references.

#### **Wants to Connect with Trade Publication.**

(1382) A man of considerable experience in the printing business (practical printer) is looking for an opportunity to become identified with monthly or weekly trade publication. Would be willing to invest small amount if necessary.

#### **Printing Salesman Wanted.**

(1383) A coming concern in Pennsylvania is in need of a salesman who is able to work up a business in Philadelphia and New York. Wants a man who can make estimates and handle selling end of business entirely, or one who is willing to buckle down and learn. The company is engaged in manufacturing a line of loose-leaf forms, shop and office blanks, stationery, etc., as well as small advertising matter such as blotters, mailing-cards, monthly calendars, envelope slips, small folders, etc. To the right man the company will pay a fair salary, and one-half the profits resulting from business secured by him, with an interest to be had in the business payable out of his profits. This is a splendid opportunity for a hustling, enterprising salesman. Prefers resident of New York or Philadelphia, where business is to be secured.

#### **Superintendent or Foreman.**

(1384) Printer with long experience, thirty-six years of age, who has acted in capacity of superintendent or foreman during past seven years in a large commercial office having a battery of linotypes and monotypes, is open for position in Chicago. Good executive ability and can produce results. Good character; steady, sober, reliable and energetic. Union.

#### **Competent Job and Newspaper Printer.**

(1385) Printer twenty-eight years of age, with fourteen years' experience as pressman, compositor, foreman and managing editor of country newspaper, who has just graduated in the I. T. U. Course, desires to locate with a job-printing plant having newspaper in connection. Prefers Ohio or Indiana, but will consider other localities. The applicant is capable of taking charge of shop for stock company. Would consider investment if mutually satisfactory. Progressive and ambitious. A-1 references as to character. Union.

#### **Menu Printing-plant for Sale.**

(1386) Menu printing-plant in Arkansas health resort, netting from \$1,500 to \$1,800 a year, is offered for sale at \$1,000 — \$600 down and the balance in small instal-

ments. The present owner is getting old and desires to retire to his farm in another State. He says that a young man with energy can make a great deal more than he has. The owner also says that he has saved \$1,000 a year for the past six years working only about five or six hours a day, leaving plenty of time for other work. Here is an opportunity for an ambitious young printer with experience in menu work.

#### **Wants a Competent Color-work Pressman.**

(1387) A well-equipped plant in Ohio is desirous of securing a thoroughly competent job pressman who is able to handle all kinds of commercial colorwork on Chandler & Price and Golding machines. A Harris envelope press is also a part of the equipment. Must be steady and reliable.

#### **Likes Pacific Coast or Southwest Canada.**

(1388) Printer thirty years of age, with fourteen years' experience — last six years in the capacity of superintendent of an office doing a first-class line of commercial job printing, including steel-die embossing and copperplate engraving — would like to go to the Pacific coast or southwest Canada. Thoroughly experienced in the mechanism of the linotype and has experience in cost-system methods. Would invest a small amount on good proposition, or would buy or lease a small country newspaper.

#### **Monotype Caster Desires Position.**

(1389) Monotype caster desires to secure position in which he will have charge of several machines. Now holding position in small plant where opportunities are limited. Has also assisted in care of linotypes. Several years' experience. Can furnish best of references. Sober and reliable.

#### **Partner Wanted for Socialist Paper.**

(1390) Printer-editor of forty-six years' experience has just started Socialist paper in thriving Oklahoma town of 1,200 population. Paper is two months old and has over four hundred circulation, and list is growing rapidly. Owner wants young, ambitious, competent job and ad. man as equal partner. Takes \$300 to handle proposition and quick action is necessary. References exchanged. Socialist preferred.

#### **Ruling-machine Man Desires to Change Position.**

(1391) First-class ruler wants to make change. Twenty years' experience at all kinds of ruling work, and can operate machine to best advantage and saving of time. Will consider only steady position, but will go anywhere in the United States. Married; strictly sober and reliable; union. Can furnish first-class references.

#### **First-class Cylinder Pressman Desires Foremanship.**

(1392) First-class pressman, capable of doing finest work, wishes to locate in the South or Southwest as foreman. Good executive, strict disciplinarian and systematizer. Strictly temperate, steady and reliable.

#### **Wants to Sell Whole or Part of Live Printing Business.**

(1393) Splendid opportunity for one or two capable printers to buy whole or part of successful printing-plant and office-supply business, running around \$50,000 yearly. Michigan. Will inventory \$30,000. Not a cheap proposition nor one to be sacrificed. Good reason for selling. Location and plant above the average. Interested parties should possess energy and complete knowledge of the business, and be able to invest from \$5,000 to \$10,000.

## EARLY PRACTICAL BOOKS ON PRINTING PUBLISHED IN THE UNITED STATES.

BY R. A. FIEDLER,

Acting Librarian Typographical Reference Library, St. Bride Foundation,  
London, England.

T was not until the year 1818 that the first handbook of practical printing appeared in the United States. The following title and descriptive note are taken from the Catalogue of the Books in the Library of the Typothetæ of the city of New York:

VAN WINKLE (Cornelius S.). *The Printer's Guide; or an introduction to the art of printing.* New York, 1818. 12mo.

Mr. Van Winkle was a master printer in the city of New York for many years previous to 1840. In this volume he entitles himself printer to the University of New York. The practical part of the book is mostly condensed from Stower. On page 195 he gives a list of the principal printing houses in New York, nineteen in number, but in the preface he says there are about fifty printing-offices, employing five hundred hands constantly. A description is given of the three new iron presses that had lately been introduced; the prices agreed upon by the master printers of New York at a meeting held on September 18, 1815, from which we learn that their price for bookwork was 56¼ cents per thousand ems, the compositor receiving 27 cents; the scale of prices of the journeymen, adopted at a meeting on October 7, 1817; advertisements of Roger Prout and George Mather ink-makers; Ichabod Hoyt, printers' furnishing warehouse; Matthew Smith, printers' warehouse; and a specimen of printing-types from the foundry of E. White, No. 11 Thames street. The price of small pica was then 58 cents; long primer, 66 cents; brier, 86 cents; and nonpareil, \$1.75, a pound.

The next item that occurs is known from a copy which belongs to the Boston Public Library:

JOHNSON (John). *An abridgment of Johnson's Typographia, or the printer's instructor: with an appendix.* Boston, 1828. 12mo.

It is not known who abridged the *Typographia*.

In 1834 was published:

SHERMAN (A. N.). *The Printer's Manual; or a brief practical treatise on the art of printing, including some new and important subjects not before discussed.* New York, 1834. 16mo.

The author's preface contains the statement that "all works of this kind that have hitherto been published, have, generally speaking, been more or less abridged from 'Stower's Printers' Grammar.'" The most interesting part of Sherman's little book is the "Advertising Appendix." This is contained in twelve pages at the end, printed on blue paper, and includes an advertisement of Messrs. Robert Hoe & Co., of 29-31 Gold street, descriptions with illustrations of the Rust Press, and Spence's self-inking machine, and various cards of inkmakers, wood-letter cutters, etc. The final card is rather amusing:

"Printers' Intelligence Office. Corner of Ann and Nassau streets, New York. By H. Pattinson. Information gratis."

The "Scale of Prices, adopted by the Typographical Association of New York, June 15, 1833," occupies pages 74-80. A copy of this work is in the St. Bride Library.

Two works were issued in 1836, one being

GARLAY (Theodore). *The Practical Printer's Assistant.* Cincinnati, 1836. 12mo.

Beyond the fact that there is a copy of this work in the New York Typothetæ Library, nothing appears to be known about this author or his work.

The other work issued this year was the third edition of Van Winkle's Guide. No trace can be found of the second edition, probably issued between 1818 and 1836.

VAN WINKLE (Cornelius S.). *The Printer's Guide; or an introduction to the art of printing: including an essay on punctuation, and remarks on orthography.* Third edition, with additions and alterations. New York, 1836. 8vo.

1-8

The copy in the St. Bride Library has the autograph of William Van Norden and the date August 21, 1847. This William Van Norden was probably the son of James Van Norden, who printed the book. Again much of the body of the work is taken from Stower, but Hansard and other authorities have evidently been used as well. The advertisements include a price-list of printing-type of White & Hagar, and illustrations of the Washington, Smith and Eagle presses. The two first were manufactured by R. Hoe & Co. and the latter by James Maxwell, its inventor and patentee.

We now come to Adams' *Typographia*, the first really important handbook of the printing art published in the United States:

ADAMS (Thomas F.). *Typographia: a brief sketch of the origin, rise and progress of the typographic art; with practical directions for conducting every department in an office.* Philadelphia, 1837. 8vo.

Although still there is much matter from the handbooks of Stower and Hansard, this book marks a distinct advance in technical literature. The most important chapter from the historical standpoint is Chapter X, *Improved Manual Presses*. The author gives illustrations and descriptions of no less than eight presses then in use in America. They are the American, Columbian, Philadelphia, Ramage, Ruthven, Smith, Washington, and Wells.

Copies of this edition and of the third, published in 1845, are in the St. Bride Library. The second edition was published in 1844 (*Hoe Library Catalogue*, 1887):

ADAMS (Thomas F.). *Typographia*. . . . third edition, with numerous emendations and additions. Philadelphia, 1845. 8vo.

In this edition we have an article on machine printing, with illustrations of two of the leading makes.

The last work we have seen before our self-imposed and arbitrary limit of date, 1850, is:

TRUMBULL (George). *Pocket Typographia: a brief practical guide to the art of printing.* Albany, 1846. 16mo.

A miniature volume compiled principally, as the author acknowledges in his preface, from Savage's dictionary. This must have been a useful little book in its time. As the title says, it is brief and practical. Copies exist in the St. Bride Library and the Typothetæ Library in New York.

There is a work mentioned in Bigmore & Wyman's *Bibliography of Printing*, but a copy has yet to be located:

GRATTAN (E.). *The Printer's Companion.* Philadelphia, 1846. 12mo.

It will be interesting to see whether the publication of these notes will lead to the unearthing of other books and other editions which will throw still more light on the methods of the early nineteenth century printers of the United States.



Ornament by J. G. Schelter & Giesecke, Leipsic.  
From *Schweizer Graphische Mittheilungen*.

How much would you be worth if you lost all your money? — *Life*.



## READING A PAGE AT A GLANCE.

The power of apprehension by vision varies greatly in different persons, even in such a simple act as the enumeration of different objects. Most of us can tell, for instance, whether in a group of dots on a paper there are four or five, without counting them, but if in a larger group we were asked to tell whether there were twenty-five or twenty-six, we should have to count. And yet there are authentic cases on record where a person was able to recognize the number of as many as sixty objects, merely by glancing at the group. When we pass on to a more complex act, like reading, there is equal diversity. The child of old had to spell out his words, letter by letter; if trained by modern methods, he recognizes each word, without spelling it. Most of us read by taking in several words at a time. But the record seems to be held by a case reported in the *Journal of the American Medical Association* (Chicago, July 6), by Dr. George M. Gould, the well-known medical writer and editor, in which a man could actually take in a whole page of print without reading it, a few words at a time, in the usual way. This Doctor Gould believes to be abnormal, and dependent on defective vision, odd as this may seem. He writes:

"Mr. C—— had the power of reading a page of an ordinary book, duodecimo or octavo, at a glance. His eyes and attention were fixed on the page for but a second or two, and it was read, its statements or contents so fixed in memory that they could be brought forth from that 'vast deep' whenever in after years desired. Page after page was thus read; and book after book, year following year. Several volumes might thus be gleaned in an evening. It scarcely needs the saying that it was necessary that the book should be 'easy reading'; its English of good style; the subject treated not essentially unfamiliar, recondite, or philosophic, but within the easy grasp of the man's intellect, such as well-written novels, narrative, history, essays, poetry, the magazines, etc. In reading poetry, of which he was extremely fond, he could by a glance store his memory with the line or stanza of a page or poem which to his critical judgment stood out with superior excellence.

"This ability began to show itself in late mid-life, growing more and more perfect in his later years. It was often put to the test by his assistants or secretaries, and more frequently he vainly tried to prove that they possessed the same celerity of reading as himself. Not one could even remotely rival him. In directing such tests by others he persistently urged that they could carry them out as speedily and correctly as himself, if they followed his own rule and habit—namely, fixing the gaze and attention on the center of the page, thus causing at once the entire page to swim into view, to be perceived and to be photographed in memory. He was scornful of the ordinary fashion of reading line after line, or sentence after sentence. Of course, none ever succeeded in reading as did he, and he could not understand it; he was even vexed by it, and bluntly said that their inability was due to mental causes or lack of exercise. He never dreamed that his ability in the act of reading so rapidly sprang from a strange peculiarity of disease in his own eyes.

"Every student of vision knows that, as a general fact, it is optically impossible for the two normal and immobile eyes to look intently on a small object such as a word or two in the center of a page, and, at the identical instant, see and understand all the sentences at the limits of the page above, below, etc. The structure of the human retina and the history of its function absolutely forbid it. The 'field of vision,' it is true, may be thus mapped, and its

widest boundaries localized by means of the mere existence of illuminated objects placed at the edge—but that is not intellectual vision, and memory is not called in. . . .

"Optically considered, it all appeared primarily to be the result of a marvelous, even an impossible, perfection of the visual mechanism, united, of course, to a mental outfitting of exquisite sensitiveness, infallible memory, and extraordinary intellect. No question may be raised as to these last-named endowments of his mind, but pertaining to the very large and primary part played by the eyes themselves, the phenomenon was based solely on a pathologic lesion—it was due to disease. It was, in truth, a rare but not the first instance of physiologic function perfected through life's splendid ingenuity and repair, even recreation, out of the mangled left-overs of morbidity and disorganization."

This prodigy, in short, had lost the use of the central sensitive part of his right retina, which had been destroyed by disease in middle life. The tendency of a remaining part to take on the functions of a lost part here came into play, and the region about the destroyed spot increased its sensitiveness so widely that it could see clearly all that border region of the printed page that usually seems blurred to us when we look fixedly at the center only. Of course, the central part could not be seen at all by that eye, but it could by the other eye, and the two together could thus see the whole page clearly. A wonderful memory did the rest. But just how was the increased sensitiveness of the surrounding retina attained after the central spot or "macula" had been destroyed? Says Doctor Gould:

"In the common eye of mankind the accuracy and perfection of imaging in the more outlying retinal regions lessens with every degree traveled toward the periphery. But some relative accuracy is retained in all parts, and this, beyond doubt, is capable of increased education. It is a well-known fact that the creation of a new macula frequently takes place at some distance away, when the original macula has been destroyed. Some birds have two normal maculas. In the present peculiar case the striving after a new macula would be, and certainly was, replaced by exceptional sensitizing, enlarging, and educating of the greater zone surrounding the lost macula. This trend or necessity was aided by the fact that, being originally right-eyed, this man's right eye, after the loss of its central vision, held, in part at least, to its natural right and habit of dominancy. . . .

"The extremely sensitive and highly endowed brain thus seized on the disadvantages of disease and turned them into a superbly valuable excellence. This anomalous acquirement of synchronous large-space reading was a great aid to the man as student and master of literature.

"It may be added that a normal pair of eyes, without any lateral motion, is able to read printed lines at fifteen inches distance, only when such lines are from about  $\frac{1}{2}$  to 1 inch long. To extend this length of line to 3 or 4 inches, as in the present case, and synchronously to visualize intelligently thirty or forty lines, is beyond question impossible for the normal visual mechanism. But to such eyes as those of Mr. C—— it would not only be possible, but, well considered, natural. . . .

"It appears clear to me that so long as the two eyes retain the habitual functions of the two normal macular regions there can never be such a marvelous extension of synchronous and perfect peripheral vision as was illustrated in Mr. C——'s case. That is possible only when one macula is destroyed, with retention of the perfect peripheral portions."—*The Literary Digest*.



# TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

## Kindly Pay Your Postage.

An Australian correspondent writes: "Perhaps it would not be amiss if you inserted a paragraph in *THE INLAND PRINTER*, reminding your readers and advertisers that the rate of postage to Australia is 5 cents. This morning's mail brought four letters from America on which I had to pay a tax of 6 cents each." We expect this is largely caused by carelessness—a failure to instruct clerks who handle the outgoing mail. Stenographers should become informed on postage rates to foreign countries, and make proper notation on envelopes before sending them to the "stamp girl."

## Wins Trophy in Golf Tournament.

E. D. Moeng, president of the Franklin Company, the well-known printing and engraving house of Chicago, on August 27 won a cup contested for by 235 golf players in



Golf Trophy Won by E. D. Moeng, President of the Franklin Engraving Company, Chicago.

the fifth annual golf tournament of the Chicago Association of Commerce, held at the Beverly Golf Club links. The cup, which is shown herewith, was presented by the interstate division of the association.

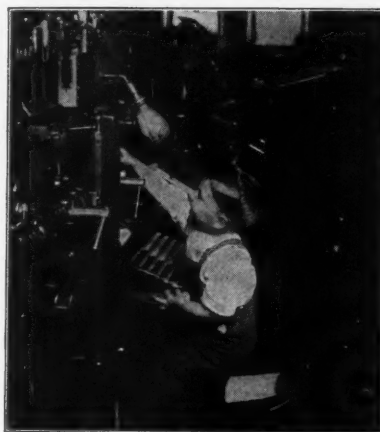
## The Paper Comb Arrives.

A new paper novelty has made its appearance in Philadelphia, according to a correspondent in the *Paper Mill*. The new idea consists of a comb, made of smooth, hard-finished paper. It was brought to Philadelphia by a salesman, and has already been placed in the stocks of several jobbers, and is for sale throughout the city. The teeth of the comb are coarse and wide apart, but even so the comb

is quite useful. The comb is intended for use only once and is then to be thrown away. It is designed for travelers, for use in public baths, and in various places where now are found combs kept for common use. The comb is put up in a waxed paper bag, and is retailed at 1 cent.

## "Bob" Rhinesmith—A Linotype Student.

The "young man" who is seated at the linotype in the accompanying illustration is the son of W. L. Rhinesmith, manager of the Midland Linotype School, Charles City,



Not Able to Set Two Thousand Lines, But a "Comer."

Iowa. "Bob" is only three years old, but his attitude in the picture is that of a veteran. While it is admitted that he has not reached the two-thousand-lines-a-day mark, his grandfather—the worthy editor of the *Charles City Daily Intelligence*, and former editor of the *Shelby County Republican*—is a firm believer in young "Bob's" ability to break all records in the three-year-old class.

## Purchases Job Office of the "Picayune."

The historic job office of the New Orleans *Daily Picayune*, which has been operated continuously for seventy years, was recently purchased by the E. S. Upton Printing Company, of that city. The purchasers will make it an addition to their own well-established business. It is said that probably more celebrities have had work done in this old office than in any other printing institution in the country. A relic of the early festivities in the South is preserved in the form of a menu and toast-card printed in the *Picayune* job office long before the Civil War. It adorns one of the walls of Brown's Cafe, corner of Broadway and Thirty-ninth street, New York city, little altered by the

effects of time. The card was printed for a brilliant banquet given in New Orleans as a testimonial to the world-renowned actor—J. E. Murdock—on March 2, 1847. It is to-day an object of interest to New Orleans travelers who visit New York.

#### **Aldridge Company Incorporates.**

Announcement is made of the incorporation of the A. D. Aldridge Company, of Dallas, Texas, which succeeds the well-known southern firm of A. D. Aldridge & Co., stationers, printers, bookbinders and engravers. The officers of the incorporated company are A. J. Toole, president; A. T. Layton, secretary, and A. D. Aldridge, general manager.

#### **"Twenty Years of Successful Printing."**

This is the title of a handsome booklet recently issued by the National Printing & Publishing Company, of Chicago, in commemoration of the concern's twentieth anni-

Part Time Continuation Course—Open to all apprentices of the printing trades under eighteen years of age. Most of the employing printers of Buffalo, especially the Master Printers' Association, have pledged their active and moral support to this movement, and will allow their worthy apprentices one day in each week to attend school, on full pay.

Evening Course—Open to advanced apprentices and young men who have the necessary qualifications to take up this work.

All of the courses will include shopwork and bookwork, about one-half of the time being spent at each. The shopwork, including typesetting and presswork, will be taught by journeymen instructors in the school shops, which are to be well equipped.

#### **"The Man of the I. T. U."**

John G. Knight, a printer, and publisher of popular music, 262 East Cherry street, Columbus, Ohio, has written and published a stirring march song, entitled "The Man of the I. T. U.," which he has dedicated to the International Typographical Union. He says that "the story it tells



Force of the National Printing & Publishing Company of Chicago, Which Recently Celebrated Its Twentieth Anniversary.

versary. It is a splendid piece of advertising, the illustrations of up-to-date machinery telling an impressive story of twentieth-century progress in printing-plant equipment. Shown herewith is a group picture of the National's present force.

#### **Providence Supply Dealer in New Home.**

J. Earnest Hammond, dealer in printers' material and paper goods, 50 Exchange place, Providence, Rhode Island, has moved to 129 Dyer street, in the printing district of that city, where, with increased facilities and floor-space, he is enabled to carry larger stocks, a gratifying indication of a flourishing business.

#### **New School of Printing.**

On September 30 the Department of Education of Buffalo, New York, opened a vocational school of printing at the corner of Michigan and Tupper streets, that city. The new school has the hearty support of the Master Printers' Association and the typographical union. Four classes of pupils will be accommodated, as follows:

Vocational Course—Open to grammar-school boys of the Seventh grade or above, who are thirteen years of age. Boys who have their preliminaries will be given preference, although any Seventh-grade boy will be admitted. The course is two years, and leads to graduation with a State vocational-school diploma.

Advanced Trades Course—Open to graduates of the vocational course. Two years. Leads to a State senior trades-school diploma. Many of the June, 1912, graduates are already enrolled in this course.

can't but appeal to the membership at large," and that it "lauds the organization in a way no other effort has ever done."

#### **C. A. Richards Joins George F. Lasher.**

C. A. Richards, formerly manager of the installation department of the Autopress Company, of New York, has resigned and accepted a position as sales manager with George F. Lasher, Philadelphia.

#### **Gabfest of Eighteen Million Words.**

During the session of Congress just closed all records were surpassed in the flow of oratory. Eighteen million words have been turned into the *Congressional Record*, making a volume of 13,003 pages. The session lasted 265 days. On three previous occasions Congress was in session a longer period of time, but fell far short of the record made by this session in speechmaking. Here are the figures: Fiftieth Congress, 321 days, 10,216 pages in *Record*; Fifty-first Congress, 304 days, 11,588 pages; Fifty-third Congress, 268 days, 10,216 pages; Sixty-second Congress (session just closed), 265 days, 13,003 pages.

#### **The Independent Typefoundry.**

A new typefoundry, the Independent Typefoundry, has been organized by a number of experienced typemakers and printers, with temporary offices at 1240 Monon building, Chicago. The company does business on the mail-

order system, thereby cutting administration expenses to the minimum, and doing away with losses incident to bad accounts. The first specimen-book of the new concern shows an impressive array of all the modern type-faces in full series.

#### Moves into New Quarters.

The Automatic Press Feeder Company, with offices heretofore at 509 South Dearborn street, Chicago, has moved its headquarters to the Transportation building, corner of Dearborn and Harrison streets, Chicago.

#### New Home for S. C. Toof & Company.

The new building of S. C. Toof & Co., of Memphis, Tennessee, will give that enterprising concern 54,360 square feet of floor-space, which is double the area it now occu-

Bryant and William G. Boggs, and has had a continuous existence ever since. Both of the aforesaid gentlemen lived to be eighty-five years old — due probably to the fact that printing was done for profit in the old days and not at any old price, make or lose."

#### "Best Plate Finish."

The above is the name of a book-paper descriptive of which the George W. Wheelwright Paper Company, of Boston, has just issued an attractive catalogue. The catalogue, which is printed in various combinations of colors, shows examples of type, decoration and illustration in various processes, all printed on the paper in question, and in such manner as to be an effective demonstration of the adaptability of the stock to various needs.



A Picture of Enterprise at Memphis, Tennessee.

pies. The officers of this progressive southern house are: W. H. Bates, president; Otto Zahn, vice-president; John G. Little, secretary and treasurer; Burton E. Savage, assistant manager, and St. Elmo Newton, sales manager.

#### "The Danish Lines."

The B. D. Rising Paper Company, of Housatonic, Massachusetts, has issued a unique folder to advertise its Danish Bond brand of paper. The advertisement is in the form of a railroad folder, with the statement that "The Danish Lines run through the richest and most thickly populated portions of the United States — the best route for service and satisfaction." On the inside pages, in true folder style, is a map indicating the various agencies of the company.

#### Oldest Job Printing Office in New York.

The veteran John Noltz, president of the Evening Post Job Printing Office, New York city, takes issue with Mr. Hartman, who in our September issue gave the distinction of being the oldest office in New York to Robert W. MacGowan's concern. Mr. Noltz claims it for his office and says: "This office, which is separate from the newspaper of similar name, was established in 1840 by William Cullen

#### Wetter Numbering Machines in Operation.

Among the most unique and attractive displays at the recent exhibition held during the convention of the United Typothetæ in Chicago, that of the Wetter numbering machines in operation in a handsome case, under glass, was most interesting and impressive. The machines ranged from a giant size to a minute pigmy, and the changing numbers held the interest of every one, the accuracy of the mechanism and the quiet celerity of the movements exciting much admiring comment.

#### New Concern Takes Over Embossing Process Company.

The Embossing Process Company, 638 Federal street, Chicago, recently transferred its ownership and all rights to a new company formed at Washington, D. C., to be known as the American Embosso Company, with general offices at the Union Savings Bank building, Washington, D. C., with the following officers: W. W. Ramer, president, New York city; W. B. Westlake, vice-president, Washington, D. C.; C. L. Bowman, treasurer, Washington, D. C.; J. H. DePue, secretary, Washington, D. C. The Embossing Process Company of Illinois has recently been granted a charter in Illinois to transact and take care of local business already contracted for under the former name, with



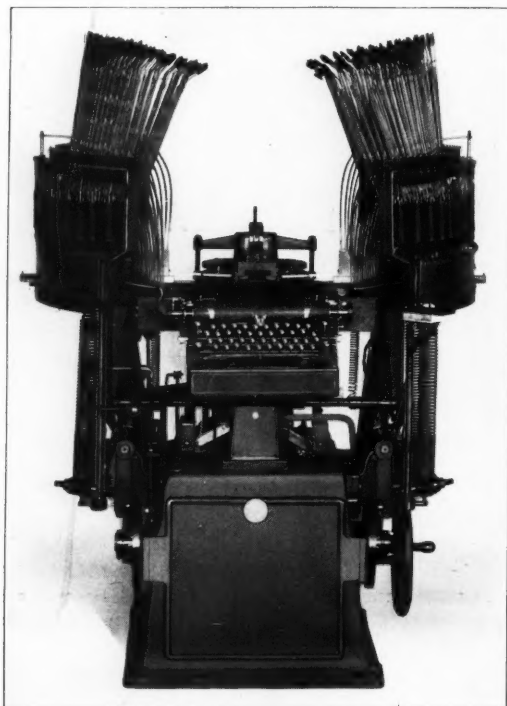
F. A. Burkus, president; A. N. Marquis, vice-president; H. J. Smith, secretary, and E. P. McKenna, treasurer, all of Chicago.

**"Rowotype"—A New Typesetting Machine.**

Newspaper publishers and printers—especially those located in the many small cities and towns throughout the country—will be interested in the announcement that a new typesetting machine is about to be placed on the market which casts slugs and is so simple in construction and operation that no machinist will be needed to care for its mechanism. The Ogden Rowotype Company, Chicago, is the owner and manufacturer. The new device is called the "Rowotype Slugcasting Machine," and is to be sold at a popular price.

From the accompanying illustration it will be seen that the "Rowotype" is a small and compact machine, and that complicated mechanism has been reduced to a minimum. The brass matrices are attached to the rods shown at the sides of the machine. These rods normally are erect. They are released by a simple mechanism, and while they fall by their own weight, they are forced to fall by a simple contrivance. After they are assembled and the slug is cast the matrices are raised to place instantly on the withdrawal of the slug from the casting-seat.

A novel feature of the machine is that the keyboard is a standard typewriter, which can be detached at will and used for typewriting purposes. It is connected to key-levers, which electrically operate the matrix spaceband-



The Rowotype

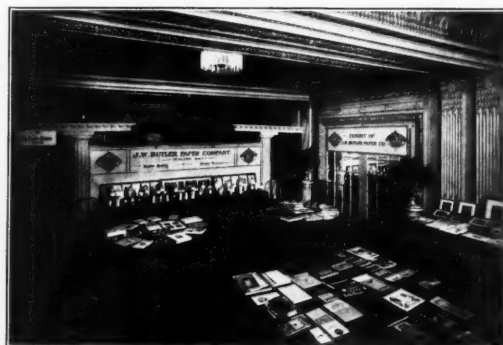
releasing mechanism. The spacebands are very simple in construction and operate as wedges to tighten the line. The slug is cast in a vertical position, and is trimmed to height and exactness otherwise by the knives, the adjustment of

which is easily manipulated. Provision is made for the quick changing of faces and bodies.

The machine occupies less than six square feet of floor-space and its greatest height is about four feet. It will not weigh more than five hundred pounds when running, as it will be seen from the foregoing that it is comparatively a small machine.

**Butler's Exhibit at the Typothetae Convention.**

One of the real treats at the exhibition of printers' machinery and supplies, held at Hotel Sherman during the Typothetae convention last month, was the handsome display of paper and advertising made by the J. W. Butler Paper Company, Chicago. It seemed as if the visitors regretted they could not remain indefinitely once they were



Two Views of J. W. Butler Paper Co.'s Exhibit of Paper and Advertising at the Recent Convention of the United Typothetae, Held in Chicago.

surrounded with the superb specimens of printing produced on the different papers carried by this house. Many undoubtedly realized for the first time the full value of good paper in the production of fine printing. We show herewith two views of the display.

"The Story of Papermaking," issued by the Butler Company, and declared by experts to be one of the most enlightening publications on papermaking ever written, was presented free to each visitor to the exhibit.

**The Queen City Ready-reference Book.**

A new catalogue by the Queen City Printing Ink Company, of Cincinnati, Ohio, is, as its name implies, a ready-reference book of colors. It is a most comprehensive showing, containing specimens of 175 different inks, and by the use of a cut-out card which accompanies the catalogue



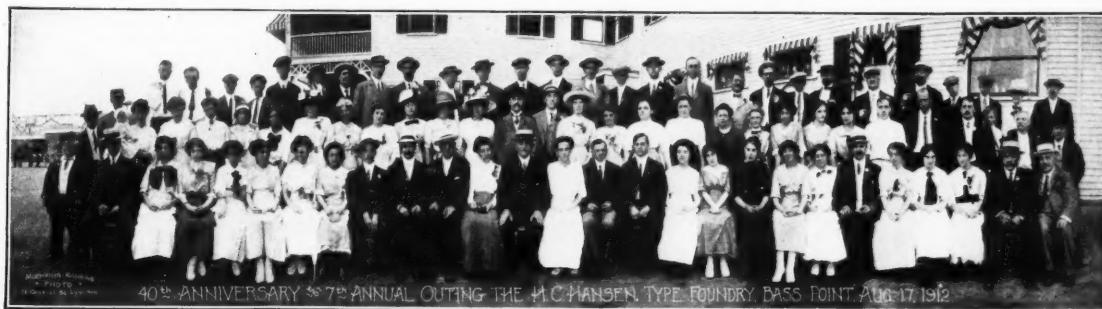
hundreds of different combinations are obtainable. The book is nicely gotten up, in convenient form, and should appeal to the user of inks as a reference-book, for which it is intended.

#### Type Foundry's Fortieth Anniversary.

Bass Point, Nahant, Massachusetts, was the scene of a celebration on August 17 which will be remembered with pleasure by the staff of the H. C. Hansen Type Foundry,

five linen "Eagle A" papers, in the different folio weights, so arranged that they may be removed for testing purposes. It also shows the full line of colors of each paper, and gives a list of the selling agents carrying the various papers in stock.

The book is attractively gotten up. It is well printed and nicely bound, and can not fail to be just what was intended by the publishers — a book of genuine utility and service.



Celebrants of the Fortieth Anniversary of the H. C. Hansen Type Foundry.

of Boston. The occasion was the fortieth anniversary of the founding of the company's business, and while outings are given by the management to the concern's employees each year, the affair took on especial significance in marking the fortieth anniversary. The program included a shore dinner, dancing, music, field sports and appropriate speeches, H. C. Hansen and Alfred Hansen being among the orators. About one hundred were present, and a highly enjoyable day was spent. The illustration shows a group picture of the picnickers.

#### Lakeside Press Picnics.

On August 17 employees of the Lakeside Press and Chicago Directory Company enjoyed their fifth annual outing at Palos Park. The program issued was in the shape of a little magazine, entitled "The Lakeside Press Picnic," and its editor made it a book of humor. In defining a picnic he says: "A picnic consists of one hundred or more lunch-baskets, five hammocks, one million ants, seventy-one thousand mosquitoes and a band." This picnic, however, was a little different. There were all kinds of athletic sports, music, dancing, singing and a general good time. It was a day of genuine enjoyment.

#### Suit Over Dictionary.

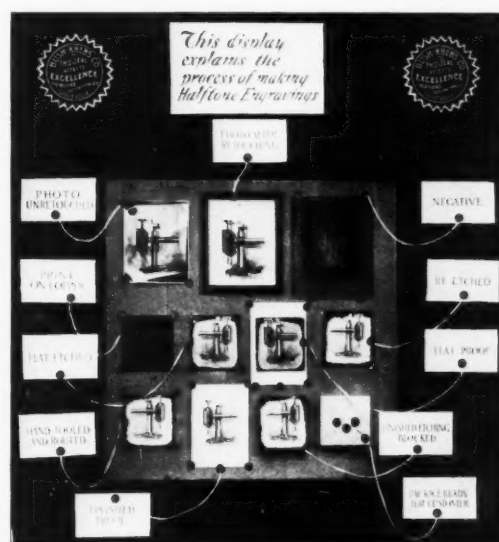
Noah Webster, of dictionary fame, is the subject of a fight in the federal court between three publishing houses. The G. & C. Merriam Company, of Springfield, Massachusetts, which concern claims the right to the names "Webster" and "Noah Webster" for dictionary publishing, by means of conveyances from the scholar's widow and heirs, is the complainant in three bills for injunction filed in the United States District Court at Chicago against the W. B. Conkey Company, of Hammond, Indiana, and Charles C. Thompson & Co. and M. A. Donohue & Co., of Chicago.

#### The "Eagle A" Bond-paper Sample Book.

The American Writing Paper Company, of Holyoke, Massachusetts, has recently issued a book of bond papers which is the most complete publication of its kind that we have seen. The book contains samples of thirty bond and

#### Educating the Public in Engraving Processes.

The Bush-Krebs Company, artists, engravers and electrotypers, of Louisville, Kentucky, recently placed in a window of its office a display showing the complete process of making half-tone engravings. A photograph of this display was taken, a half-tone reproduction of which is



Window Display of Half-tone Processes.

shown herewith. Great interest was manifested in the display by the passers-by, crowds gathering in front of the window to study the processes of the engraver's art. Regarding the photograph from which the plate was made, the company writes: "We notice a little peculiarity in the photograph — which was made 8 inches wide — of this display. The little seals used to attach the ribbons to the cards were, in the photograph,  $\frac{1}{8}$  inch in diameter. From

the distance that the camera was placed from the window it was impossible to see any lettering whatever on these seals, but the lens caught the lettering distinctly, and when put under a glass every word on the seal could be read distinctly. Of course this does not show in the half-tone plate."

#### Robert H. Piratzky.

Robert H. Piratzky, who claimed to have been the first to discover the three-color process of printing, and who was a pioneer lithographer and engraver of Chicago, died at his residence, 709 South Ashland avenue, Chicago, on September 19, aged seventy-seven years.

#### Dorman Company Issues New Catalogue.

The J. F. W. Dorman Company, of Baltimore, Maryland, has recently issued catalogue No. 55, which illustrates the various goods they make and handle. This firm is one of the pioneers in the making of rubber-stamp machinery, rubber stamps and various other utilities for office use, having been in business since 1865. All printers and dealers in stationery and office supplies should have this catalogue handy.

#### English Press Introduced Into America.

The Haddon Safety Platen Press, a high-speed English-made machine, suited for all classes of work, has recently been introduced to American printers. It is the only press fitted with a safety gripper feed. It has an automatic sheet-delivery which carries the printed sheets to the delivery-table, where it is jogged into a regular pile. The platen is stationary and is supported by a massive frame. A novel feature in the construction of the platen is a removable plate fitted with tympan clamps. This attachment can be removed in an instant, and where the press is equipped with a duplicate a job may be running while another is being made ready; or while the press is being washed up or oiled the make-ready may be carried on at a table or any convenient position away from the press. The throw-off is operated by a treadle, leaving both hands of the feeder free. It can not be applied at the wrong time. The sloping feed-board, being in line with the platen, makes feeding doubly easy, and with the automatic sheet-delivery high speeds are made possible. The printed work is visible to the feeder at all times after the sheet is delivered. The gripper action is positive, and though the sheet may have but three-sixteenths of an inch margin, it is gripper-controlled until delivered. The output is from two thousand to three thousand sheets an hour of 11¼ by 17½ inch sheets.

The inking is performed by three full-sized form rollers that operate on a plate. The fountain is located above the plate, and has a large roller and a full-width sweeping vibrator that effectively breaks up the ink on the plate. The vibrator may be washed in the press without removing it from its bearings. Among the special and exclusive features are: stationary platen, visible delivery of sheets, removable platen plate, treadle impression throw-off, improved distributing roller motion, generous ink fountain, adjusting screws within easy reach of the feeder, adjustable roller-bearers and reduced bed movements. All parts are standardized and interchangeable, and are numbered for easy replacement.

A pair in a hammock  
Attempted to kiss;  
In less than a jiffy  
They landed like '814

— Typographical Circular.

#### MILLET'S COLOR SCHEME WON COVETED ATTENTION.

In his early years as an artist the late Frank D. Millet had a hard struggle to gain recognition. He sent pictures to exhibitions, to be sure, and good pictures they were, but no one paid any particular attention to them or said anything about them.

One day Millet conceived an idea. He painted a picture of a lady in black sitting on a bright-red sofa, standing against a vivid yellow background. The effect was just a trifle startling. Friends who saw it in the process of production expostulated with him and asked him what he was going to do with it. They were astounded when he announced that he was going to send it to the exhibition. They told him the critics would "wipe the floor" with him. "They can't do that without mentioning me," said Millet quietly, "and they've never even done that, as yet."

To the exhibition the picture went. It killed everything within twenty feet on either side of it. You couldn't help looking at it. It simply knocked you down and held you there.

The critics got into a towering passion over it. They wrote whole columns about it. They exhausted the English language in abusing it. They ridiculed the committee that permitted it to be hung. They had squibs and gibes about it, but every time they spoke of it they mentioned Frank Millet. He suddenly became the best-known artist in town. Somebody, because of the stir it had made, bought the picture at a good price and removed it to the seclusion of his own home.

When the next exhibition came off Millet had another picture ready, one of a very different sort and very good, but no better than others which he had exhibited before. The critics had much to say about it and "noted with pleasure the marked improvement" that Mr. Millet had made, "an evidence," as they modestly put it, "of the value of criticism, even though severe, to a young artist." And the majority of them never realized that Millet had simply compelled their attention by a clever trick.



Ornament by J. G. Schelter & Giesecke, Leipsic.  
From Schweizer Graphische Mitteilungen.

#### HER FRENCH.

M. Fricasse was of a very emotional temperament. He was staying in a seaside hotel, and had fallen violently in love with a pretty young English "mees," who also was a visitor. While he sat in the winter garden, reading, his beloved one came in, leaving the door slightly open, as it happened. Up sprang M. Fricasse, and, throwing out his arms passionately, he cried, in broken accents, "Ah, je t'adore!" The young lady drew herself up haughtily. "Sir!" she retorted, "Shut it yourself." — *Exchange*.

# THE INLAND PRINTER

A. H. MCQUILKIN, EDITOR.

Published monthly by

## THE INLAND PRINTER COMPANY

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No. 1.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

### SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When **Subscriptions expire**, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

**Foreign Subscriptions.**—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

**IMPORTANT.**—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

### ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

### FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farrington Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Brema buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

G. HEDELER, Nürnbergerstrasse 18, Leipzig, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

POLGAR JENO, Rakociut 69, Budapest VIII, Austria.

## WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order.** The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.

### BOOKS.

**SIMPLEX TYPE COMPUTER**, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

**VEST-POCKET MANUAL OF PRINTING**, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"**COST OF PRINTING**," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6½ by 10 inches, cloth, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

**TO LOVERS OF ART PRINTING**—A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, \$2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

**ACCOUNTING SYSTEM FOR PRINTERS**—A book for the printer with a cost system, or intending to install one; investment and expense accounts arranged accordingly. Labor-saving short cuts shown. \$2.50 postpaid. WALTER JOHNSON, 643 Hill st., Louisville, Ky.

**PRICES FOR PRINTING**, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. \$1 by mail. THE INLAND PRINTER COMPANY, Chicago.

### BUSINESS OPPORTUNITIES.

**FOR SALE**—Half-interest in prosperous weekly newspaper and job office; are you tired of the ceaseless grind—always on your toes for somebody else? Want to do something for yourself? This is a splendid opportunity for ambitious printer; 8-page paper, all home print, established 1889; live wire in local affairs with confidence and good will of citizens generally; no competition—mining town 4,500 population; greatest silver-lead camp in West—produces weekly 4,000,000 pounds shipping ore; has paid \$50,000,000 in dividends; own lot and building center Main street; plant comprises Miehle press, Omaha folder, junior linotype, 2 jobbers, 30-inch cutter, punching, stitching, perforating machines, electric power, plenty of material, job type, stock cupboards, office furniture, etc.; monthly advertising \$426.68, jobwork \$311.51, subscription receipts \$111.96; pays two proprietors \$200 each per month; partner in charge of mechanical end will sell for \$1,700 cash down and \$1,500 to be paid in monthly instalments of \$50, which can easily come from profits of business over salary and leave plenty of margin to swing on. W. A. RADDON, Park City, Utah.

**FOR SALE**—Job-printing office which was established 12 years ago and is doing a fine business on the same old spot; pony cylinder, 4 jobbers, individual alternating variable speed motors, large power sticher, paper cutter, die-stamping press, card cutter, display type and everything which makes a first-class office; rigid investigation courted; will give satisfactory proof why I must leave the business; fine chance to get a well-established running business in a manufacturing city of 30,000 people. L 982.

**ARIZONA**, the new State; splendid opportunities for live, wide-awake newspaper man with small capital; I offer daily newspaper plants with complete job departments in Douglas, Bisbee and Globe, 2 of largest cities in Arizona; will sell all or singly; each office equipped with linotypes; personal reasons for selling; do you want a bargain in a flourishing new State where your investment will double in 4 years? Write P. O. DRAWER C., Clifton, Arizona.

**LETTERS FROM OUR CUSTOMERS** prove they are making from \$5 to \$15 per day running a Feuerstein Automatic Card Printing Press in department stores, hotels, news-stands, cigar stores, stationery stores, railway stations, office buildings, or in a small store of their own; prints cards and all kinds of small jobs perfectly; 6,000 an hour; press and complete outfit of type and furniture, \$110. ERNST SALES CO., 5357 Kenmore av., Chicago, Ill.

### Megill's Patent SPRING TONGUE GAUGE PINS

\$1.20 per doz. with extra tongues



QUICK ON

### MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only \$4.50.

E. L. MEGILL, Pat. and Mfr.  
60 Duane Street NEW YORK

From us or your dealer. Free booklets.

### Megill's Patent DOUBLE-GRIP GAUGES

\$1.25 set of 3 with extra tongues



VISE GRIP



**FOR SALE**—Newspaper and job office, situated in a good town in Saskatchewan, western Canada; no opposition, good advertising and job patronage, plant up-to-date and in first-class condition, good office building; good opening for real estate office in connection; price for building, land, plant and business complete, \$60 monthly; good reason for selling. **MILLER & RICHARD**, Winnipeg, Canada.

**FOR SALE**—Small engraving plant; bought new 6 months ago; will require \$1,000 cash, balance will be taken out in work; an excellent opportunity for an all-around photo-etcher with some business-getting ability. Address, for full particulars, **SEYMOUR & MUIR PRINTING COMPANY**, Grand Rapids, Mich.

**WANTED**—Practical printer with business experience, and a good mixer, competent to make estimates, and with \$10,000 capital, to purchase interest and take official position in an old, established and profitable printing, lithographing and binding business. Apply **CHRISTIE LITHOGRAPH & PRINTING CO.**, Duluth, Minn.

**EXTRAORDINARY BARGAIN**—Good-paying, long-established, running business, plant and good will at about cost machinery alone, or of outfit bought secondhand dealers; chance of lifetime; fine chance to start paper. **PAULY PRINTING HOUSE**, Eau Claire, Wis.

**THE MERCHANTS' ASSOCIATION** of a progressive town of 6,000 wants a live daily newspaper; excellent opportunity for the right man. Write to **A. E. ALLEN**, Jersey Shore, Pa.

**FOR SALE**—One-fourth interest of a new photoengraving plant in an Eastern city with 350,000 inhabitants; good opportunities for a man who means business; needed \$2,500. L 978.

**EXPERT WILL FURNISH** any typecasting-machine company with drawings (also metal plates) for faces of type; by contract or salary. L 912.

**FOR SALE**—Job office; established business last year over \$9,000; good chance for live man; terms reasonable. L 966.

**OPERATOR** will install linotype in printing-office having 100,000 ems composition weekly. L 964.

**FOR SALE OR TRADE**—Up-to-date job-printing plant; must sell at once; leaving city. L 968.

**FOR SALE**—BARGAIN in printing business in largest city in Texas. I 928.

#### Publishing.

**FOR SALE**, on very attractive terms, printing business in New York city; inventory over \$40,000, yearly business about \$60,000. **HARRIS-DIBBLE COMPANY**, 71 West 23d st., New York.

#### ENGRAVING METHODS.

**CANFIELD'S MECHANICAL METHOD FOR ENGRAVING** printing plates, enables anyone understanding printing to make zinc or copper reproductions from newspapers, magazines, catalogues, drawings, prints (same size); purely mechanical, no drawing or tracing, uses gaslight or daylight, no photographic knowledge necessary; complete outfit, chemicals, plates, book instructions, etc., \$7.50; specimens free; make lots of cuts, trifling cost. **H. CANFIELD CO.**, 437 E. Woodlawn, Philadelphia, Pa.

**ANYBODY CAN MAKE GOOD CUTS**, on ordinary sheet zinc, at trifling cost, with my simple transferring and etching process; skill and drawing ability not required. Price of process, \$1; circular and specimens for stamp. **THOS. M. DAY**, BOX 1, Windfall, Ind.

#### FOR SALE.

**BOOKBINDERS' MACHINERY**—Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between The Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. **E. C. FULLER COMPANY**, 28 Reade st., New York city, and Fisher bldg., Chicago, Ill.

**FOR SALE**—Whitlock two-revolution press, 27 by 31, two-roller; also 29 by 42, four-roller; both of these machines have new bed crank movement, printed-side-up delivery; also Campbell pony, two-revolution, 29 by 28 and 23 by 30, front fly delivery, cylinder trip. All of these presses have table and screw distribution, and are guaranteed thoroughly rebuilt and to print as good work as new presses. Send for illustrated list. **RICHARD PRESTON**, 167 E. Oliver st., Boston, Mass.

**FOR SALE**—14½ by 22 and 10 by 15 Chandler & Price presses, complete with electrical equipment; practically as good as new, having been operated but a short time; bargain for quick buyer; located in plants throughout the country, from San Francisco to Boston. **BOX 387**, Cleveland, Ohio.

**FOR SALE**—Most complete two-Gordon print-shop on West Side; fine location; established 13 years; low rent; trade keeps two men busy most of year without soliciting; going West. **MCDONALD & CO.**, 1863 Ogden av., Chicago.

**FOR SALE OR EXCHANGE**—1, 4, 6, 8 and 12 page Goss perfecting press, tape fold; will sell on terms or trade for flat bed cylinder in first-class condition. Address **SAM C. HANNA**, 147 North Spring st., Los Angeles, Cal.

**FOR SALE**—No. S-1 Harris automatic press; top feed; size form, 17 by 18 inches; guaranteed in perfect condition; \$1,000 for quick sale. **CLEVELAND PRINTING CO.**, 2069 E. 4th st., Cleveland, Ohio.

**BOOKBINDERS' MACHINERY**—Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. **JOSEPH E. SMYTH**, 634 Federal st., Chicago.

**LINO-TYPEWRITER**—The typewriter with the linotype keyboard; sold on easy terms; write for special introductory price. **BUCKNER LINO-TYPEWRITER CO.**, Berkeley, Cal.

**FOR SALE**—Simplex typesetter, 10-point size, good as new; find it is not what we want, hence sale; will guarantee. **THE BIDDLE PRESS**, 1010 Cherry st., Philadelphia, Pa.

**FOR SALE**—Three No. 2 Linotype machines, equipped with German and English matrices. **GERMAN DAILY GAZETTE PUBLISHING COMPANY**, Philadelphia, Pa.

**FOR SALE**—One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. **JACKSON & BELL**, Wilmington, N. C.

**FOR SALE**—Two Model 3 Canadian linotypes with very complete assortment matrices; plant in excellent condition. **BARNES & CO.**, Halifax, N. S., Canada.

**FOR SALE**—Eight-page Goss perfecting press, with stereotyping outfit; is in excellent condition. **THE JOURNAL PRINTING CO.**, Racine, Wis.

#### HELP WANTED.

##### All-around Men.

**ALL-AROUND PRINTER WANTED**—Man to take charge of job office, 4 platen presses, making a specialty of the better grade of work; married man preferred, one who has had an office of his own, or had charge, as he will be expected to take full charge; union; address, stating wages, experience, and enclosing references in first letter, **BIEBLE PRINT SHOP**, Wilkesbarre, Pa.

**WANTED**—A-1 job printer and newspaper man to take charge mechanical end of weekly; if habits, personality and ability are right, will be given opportunity to take an interest in one of best business propositions in New England; give full particulars and references at once. L 999.

**WANTED**—All-around printer for small shop in southern Wisconsin; doing better class of work; must be rapid compositor with tasty (not elaborate) ideas, and fair pressman; enclose 2 or 3 samples when writing. L 663.

##### Bookbinders.

**WANTED**—Blank-book forwarder, who can also operate Hickok ruling machine; steady position. L 990.

##### Compositors.

**WANTED**—Display compositors of good taste for general work; scale \$17 for 48 hours; will pay more for fast men. **HALL LITHO. CO.**, Topeka, Kansas.

##### Miscellaneous.

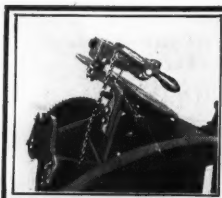
**A BARGAIN**—INLAND PRINTERS from November, 1902, and other magazines relating to printing, at 10 cents per copy if entire lot is taken; send for list. **B. KINNER**, Cuba, N. Y.

##### Pressmen.

**WANTED**—Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. **M. M. ROTHSCCHILD, INC.**, 711 S. Dearborn st., Chicago, Ill.

##### Proofreaders.

**PROOFREADER WANTED**—First-class position for first-class man; must be practical printer, expert in syntax and typography; state age, experience and salary expected. L 971.



## MAKE MONEY

No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the print. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—More Impressions and Better Work. For Chandler & Price, Challenge, and all Gordon Presses.

Get a descriptive circular from your dealer or send to us.

**THE WAGNER MFG. CO., Scranton, Pa.**



**Salesmen.**

**PRINTING PRESS SALESMEN**—High-class, successful, energetic printing-press salesmen wanted to travel New York State and Pennsylvania; a splendid opportunity for the man who can show us that he has produced and will produce results. **MANUFACTURERS, P. O. Box 254, New York city.**

**WANTED**—Two salesmen to sell printers' supplies for prominent typefounder and supply house in Middle West; printer with selling experience preferred, but would consider those without experience if ambitious, sober and willing to work. Address, with references and experience, L 4.

**Stereotypers.**

**WANTED**—First-class commercial stereotyper for job and flat work; steady position. Write **HALL LITHOGRAPHIC CO., Topeka, Kansas,** for particulars.

**INSTRUCTION.**

A BEGINNER on the Mergenthaler will find the **THALER KEYBOARD** invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want—No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. **THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.;** also all agencies Mergenthaler Linotype Company. Price, \$5.

**SITUATIONS WANTED.****All-around Men.**

A GOOD ALL-AROUND PRINTER would like situation in eastern States; married, a full course student in advertising; union. **BOX 404, Mitchell, S. Dak.**

**Compositors.**

**COMPETENT, ALL-AROUND** job and ad. compositor, 15 years' experience, also 1 year's experience on Linotype, desires permanent situation; union, 30 years old, sober; now employed; desire change to lower altitude on account wife's health. **EARL L. HOUX, Cheyenne, Wyo.**

**POSITION WANTED**—A good job compositor of 8 years' experience desires a position in a medium-sized job office located in the South; can give reference; would like to come about October 10. L 995.

**JOB COMPOSITOR**, young man, desires position with reliable firm; capable of handling high-grade work; union; West preferred. L 939.

**Foremen, Managers and Superintendents.**

**MANAGER PRINTING PLANT**—Hustler, 38 years old, 16 years in lithographic and printing business in various capacities, no bad habits, now manager of successful plant, desires connection as manager on salary and percentage basis with opportunity of buying interest if later mutually agreeable. L 976.

**WANTED**—Supervisory position; practical binder, thoroughly familiar with printing business; lithographing, envelope-making and paper stock; capable estimator; experienced in compiling copy for booklets, etc.; shop, office and street experience; competent to take charge. L 983.

**PRACTICAL PRINTER** of 16 years' experience desires position as foreman or manager; served over 8 years as foreman or manager of different shops; married, prefers Southwest for permanent home; references furnished. **PRINTER, Box 335, Paducah, Ky.**

**WANTED**—Position as manager of a moderate size job office, preferably in connection with newspaper, in a town of not over 20,000; thoroughly competent man, careful estimator and buyer; now in charge of large private plant. L 973.

**WANTED**—Position as superintendent or foreman of composing-room by man of executive ability, with 18 years' experience; am looking for a position with a future to a man that can produce results. L 3.

**POSITION WANTED**—Composing-room foreman or superintendent of medium size plant; several years' experience. L 981.

**FOREMAN**, experienced in laying out book and job work, desires position with nonunion firm. L 947.

**Miscellaneous.**

**YOUNG MARRIED MAN**, 23 years, wishes to make permanent connection with a printing and manufacturing stationer; 7 years' experience from stock to representative; can figure estimate, progressive and aggressive; I am open for a position, can make good. L 985.

**COST CLERK**—Young lady with 3 years' experience in Chicago printing-office wishes position as cost clerk in Chicago; high-school education; good references. L 998.

**Operators and Machinists.**

**MONOTYPE MACHINIST** of several years' experience (at present employed) desires position in charge of a plant of several machines; can handle all kinds of work and can furnish first-class references; get in touch with me—it will be of mutual advantage. L 993.

**MACHINIST OPERATOR** desires position in central or western New York; latest models preferred; experienced job compositor; careful, sober, reliable. **LINOTYPE, 564 West Utica st., Buffalo, N. Y.**

**MONOTYPE KEYBOARD OPERATOR**—Practical printer; 7 years' keyboard experience on tariff, catalogue work, etc.; thoroughly capable of taking charge of keyboards. L 972.

**Paper Rulers.**

**FIRST-CLASS** paper ruler; 20 years' experience at all kinds of ruling, capable of taking charge, and only a No. 1 steady position considered; am employed; married, strictly sober and reliable; union man. L 987.

**POSITION WANTED** by expert paper ruler, now in charge. **JAS. A. METS, 204 N. Elmwood, Kansas City, Mo.**

**Pressmen.**

**A1 PLATEN AND CYLINDER PRESSMAN** wishes to take full charge of 5 or more platens, or 1 cylinder and 2 or 3 platens; 12 years' experience in first-class shops; strictly sober, reliable and very fast (union); nothing but steady work and the best wages considered; Pacific Coast States preferred; best references furnished. L 996.

**CYLINDER-PLATEN PRESSMAN**, experienced on best work; 32, married, reliable; union; can take charge; good executive; only steady job considered; working knowledge other branches; small city preferred. **L. W. COLE, Cheyenne, Wyo.**

**PRESSROOM FOREMAN**—Can handle any class of work—half-tone or color process; 6 years' experience as foreman; good references furnished; Middle West preferred. **W. A. TROUT, 2133 W. Harrison street, Chicago.**

**CYLINDER PRESS FEEDER** wants position in large shop, one where colorwork may be learned; young, with references. L 989.

**Proofreaders.**

**PROOFREADER**—Editorial and typographical reader and copy editor, now employed on dictionary, desires change; experience on books, magazines, encyclopedias, technical journals; practical printer; knows several languages; union man. L 9.

**WANTED TO PURCHASE.**

**WANTED**—Secondhand newspaper engraving plant; must be cheap and not large, just large enough for small daily newspaper. **A. H. EISELEIN, Roundup, Mont.**

**WANTED**—Secondhand Pilot (lever) press 6½ by 10 inches; fair condition, reasonably priced. **CHARLES RHODE, News-Press, St. Joseph, Missouri.**

**BUSINESS DIRECTORY.****Advertising Blotters.**

**BLOTTER ADVERTISING** is a paying proposition if you put out something attractive, and possessing originality and snap; we furnish a unique three-color cut service and copy for blotters which will bring you business; price, \$2 per month; send for samples; a signature cut free with a six months' order. **WM. J. PLATT & CO., Bridgeport, Conn.**

**PRINT BLOTTERS** for yourself—the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout"—new design each month. Write to-day for free samples and particulars. **CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.** 8-13

**Casemaking and Embossing.**

**SHEPARD, THE H. O., CO., 632 Sherman st., Chicago.** Write for estimates. 1-13

**Chase Manufacturers.**

**BARNHART BROTHERS & SPINDLER, Chicago.** Electric-welded steel chases for job and cylinder presses. 7-13

**Copper and Zinc Prepared for Half-tone and Zinc Etching.**

**AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo.** Satin-finish plates. 6-13

**Cost Systems and Installations.**

**COST SYSTEMS** designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." **THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio.** 10-12

**Electrotypes and Stereotypers.**

**H. F. McCAFFERTY CO.,** nicketytyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

**Electrotypes' and Stereotypers' Machinery.**

**WILLIAMS-LLOYD MACHINERY COMPANY,** office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-13

**F. WESEL MFG. CO., Brooklyn, N. Y.,** machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st. 3-13

**HOE, R., & CO., New York and London.** Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

**THE OSTRANDER-SEYMOUR CO.,** General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

**Embossers and Engravers—Copper and Steel.**

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-13

**Embossing Composition.**

STEWART'S EMBOSSEING BOARD—Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c; 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago. tf

**Embossing Dies.**

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-13

**Grinders and Cutting-room Specialties.**

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife-grinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-13

**Guaranteed Flat Gummed Papers.**

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-13.

**Gummed Papers.**

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-13

**Ink Manufacturers.**

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-13

**Mercantile Agency.**

THE TYPO MERCANTILE AGENCY, General Offices, 160 Broadway, New York; Credit Books, Reports, Collections, The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-13

**Motors and Accessories for Printing Machinery.**

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty. 3-13

**Numbering Machines for Printing-presses.**

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-13

**Paper Cutters.**

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario—Cutters exclusively. 4-13

**Photoengravers.**

SHEPARD, THE HENRY O. CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

**Photoengravers' Machinery and Supplies.**

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-13

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., New York and Brooklyn. Chicago office, 431 S. Dearborn st. "WESEL QUALITY." 3-13

**Photoengravers' Screens.**

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-13

**Presses.**

GOSS PRINTING PRESS COMPANY, 16th st., and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-13

HOE, R. & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-12

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-12

**Printers' Machinery.**

ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery. We rebuild all kinds, buy or sell; you can not afford to overlook our large stock of presses and other machinery. Write us your wants; we sell only dependable rebuilt machinery. DRISCOLL & FLETCHER, Buffalo, N. Y. 11-12

REBUILT guaranteed printing and bookbinding machinery, and material; send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass. tf

**Printers' Rollers and Roller Composition.**

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsythe st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-13

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

Allied firms:  
Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.  
Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md. 10-12

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-13

**Printers' Supplies.**

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipments. 7-13

**Printing Material.**

BARNHART BROTHERS & SPINDLER, Chicago. Babcock drums, two-revolution and fast news presses; also new and rebuilt. 7-13

**Roller Racks and Overlay Tables.**

JOHNSON AUTOMATIC ROLLER RACK CO., LTD., Battle Creek, Mich. Promoting "The Johnson Way" scientific roller care. 5-13

**Special Machinery.**

GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods. BORDENTOWN, N. J. 8-13

**Stereotyping Outfits.**

A COLD SIMPLEX STEREOTYPING OUTFIT, \$19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-mâché; also two engraving methods costing only \$5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, \$1. HENRY KAHR, 240 E. 33d st., New York city. tf

**Typefounders.**

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver. 8-13

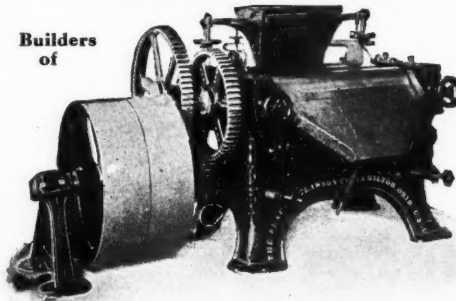
BARNHART BROTHERS & SPINDLER, Chicago. Type, borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-13

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Centre st. and 537 Pearl st., New York. 11-12

## THE BLACK-CLAWSON CO.

HAMILTON, OHIO, U. S. A.

Builders  
of



### INK GRINDING MILLS with 3 Chilled Iron Rolls

Sizes—6x18, 9x24, 9x32, 9x36, 12x30 and 16x40 inches.  
With or without Hoppers. Solid or Water-cooled Rolls.

Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating Machinery and Special Machinery.

## Keep in the Ranks of the Good Printers

Figuring ordinary coated stock for all half-tone jobs may be natural, but it gives a tone of sameness to your product which lowers its quality. Why not use a paper that imparts to every booklet the appearance of an "art job"?

The soft, velvety surface of Cameo Plate gives to half-tones the richness of photogravures, while it dignifies type and carries an atmosphere of quality.



# CAMEO PAPER



Coated Book—White or Sepia

Enriches illustrations, deepens half-tones, dignifies type.

If you want to get the very best results with Cameo, note these few suggestions:

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo paper according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book

S. D. WARREN & CO., 160 Devonshire Street, Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.



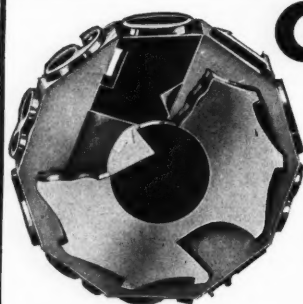
YOU don't have to mount  
the oratorical ladder to get  
orders for business stationery  
when you use *Brother Jonathan  
Bond* as the basis of your  
arguments—ask for a copy of  
"*An Exhibit*"—it'll help you in  
your business.

J.W. Butler Paper Company

Established 1844 CHICAGO







Enlarged Sectional View of figure wheel, showing the large bearing of foot of Cipher on Wheel Shaft.

# Get Your Cost Down

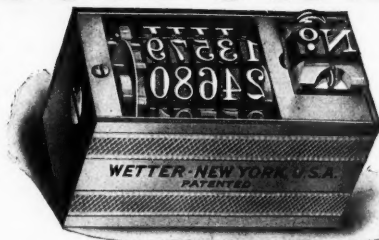
by using a Numbering Machine with a Drop-cipher that will not get low.

This is an important feature of internal construction. Perfect numbering can not be done if the ciphers fail to print plainly.

The illustration shows at a glance the large bearing of the foot of the cipher on the wheel-shaft (used in all Standard Model Wetters), which assures long life to this particular part.

When you consider that it is necessary to crush the fibre of the paper in order to secure a good impression, you will appreciate the value of a machine with a good drop-cipher.

Look into this feature when you purchase.



SOLD BY ALL DEALERS

**WETTER NUMBERING MACHINE COMPANY**  
335 Classon Avenue Brooklyn, New York, U. S. A.

## The Robert Dick Mailer

Combines the three great essentials to the publisher:  
**SPEED — SIMPLICITY — DURABILITY**

*Read what one of the many users has to say.*

The Waco Times-Herald,  
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,  
139 W. Tupper St., Buffalo, N. Y.

Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,  
Foreman Mailing Dept.

Manufactured in inch and half inch sizes  
from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St.  
Buffalo, New York



Increase Your Sales—Decrease Your Losses  
Consult the Specialists Who Know

**Fifteenth TYPO Year**

The only Credit Book and Classified Directory of the Paper,  
Book, Stationery, Printing and Publishing  
Trade and Kindred Lines

RATINGS MOST CAREFULLY REVISED

**The Typo Mercantile Agency**

General Offices, 160 Broadway

New York

## SPECIALISTS TO THE TRADE ONLY

**SAMPLES FREE  
SEND FOR THEM**

STEEL DIE EMBOSsing AND  
COPPER PLATE ENGRAVING  
AND PRINTING

BUSINESS CARDS  
EMBOSSED LETTER PAPER

WEDDING INVITATIONS  
CALLING CARDS ETC.



**STATIONERS ENGRAVING CO.**  
1950 FIFTH AVENUE • CHICAGO



**T**EST of *printing accuracy* of a form is the prime function of a proof press: —

**L**EGIBILITY is the chief consideration in a proof: —

**T**HE Potter Proof Press gives both.

**P**OTTER Proof Presses show results so clear, that he who runs may read.

MANUFACTURERS

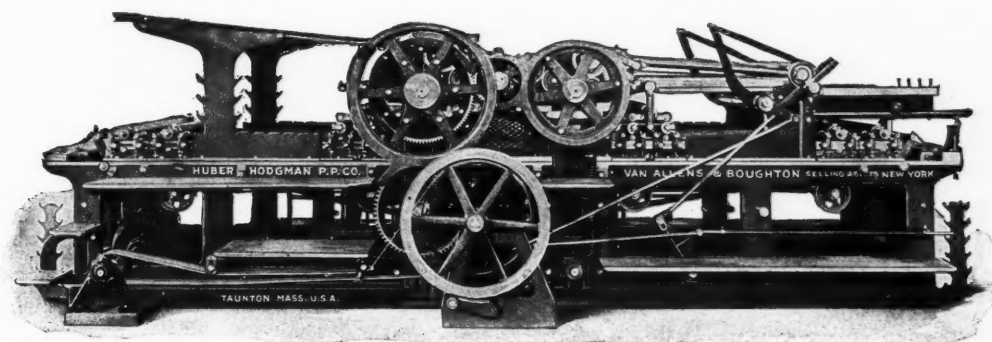
**A. F. WANNER & COMPANY**

431 So. Dearborn Street

CHICAGO



# THE Hodgman,



## TWO-COLOR PRESS

### The Fact

about this class of machinery is that we were its originators and inventors, consequently

### The Pioneers

in its development, and have learned through our

### Twenty-five Years of Experience

what other manufacturers must still continue to flounder through in experimental work in order to gain the same experience — excepting where they have copied features patented by ourselves, which we shall always protect.

As the original is always better than any imitation or counterfeit, we ask your most earnest consideration and

### Attention

## The Huber-Hodgman Printing Press Co.

*Represented direct by*

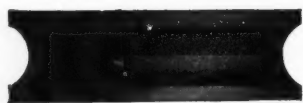
H. W. THORNTON, Chicago, Illinois  
P. LAWRENCE P. M. CO., LTD., London, England  
DR. OTTO C. STRECKER, Darmstadt, Germany  
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building

Factory: Taunton, Mass.

NEW YORK

# Printers' Profits

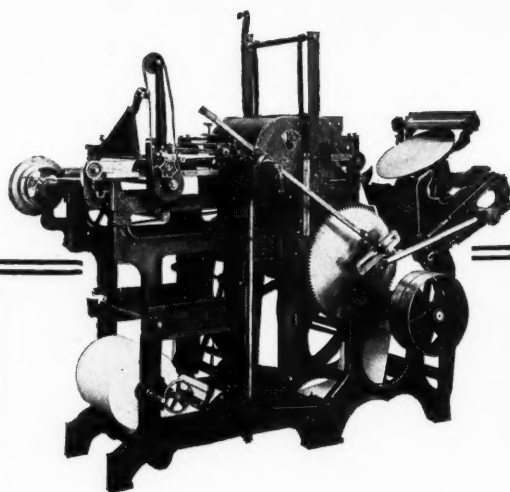


**PRINTERS'** profits depend a great deal upon attention to details — upon system. In every well-regulated, profit-producing shop you will always find a sharp paper-cutter knife — you will find that a Carborundum knife stone is keeping the blade smooth and even cutting — there is no waste of good stock due to feathering — no long delays while the knife is at the grinder's — two or three rubs with the Carborundum Stone and the knife is ready for quick, clean work — it saves time, stock and money.

FROM YOUR HARDWARE DEALER  
OR DIRECT - - - \$1.50



**The Carborundum Co.**  
Niagara Falls, N. Y.



## When You Equip Your Plant With This Press

you are making an investment that by no means represents "tied-up" capital. This press is absolutely indispensable to the average print-shop, because it is built to handle so many different classes of product; never idle, because it is not built for a special or classified grade of job printing.

## The Toledo Web Perfection Job Printing Press

has found its way into the hands of the printers on no other basis than through *merit*. It is the press for job-printers and manufacturers who do their own printing.

It prints from the roll automatically, in one or two colors.

Rewinds, cuts, slits, perforates, punches, numbers, counts and stacks, either or all at one operation.

Does perfect bronzing. Every objection to bronzework is eliminated by the TOLEDO WEB PRESS.

A specially made, extra heavy, CHANDLER & PRICE Gordon is the foundation unit. The entire press is solidly and substantially built. Simple in construction and comparatively inexpensive.

Write us for samples, representing actual product, prices, sizes and further information. Get busy now for your Fall and Winter all-around high-class job work.

**TOLEDO WEB PRESS  
MANUFACTURING CO.**

TOLEDO, OHIO



# INSIDE INFORMATION



# SHOWING WHY WE GROW

CINCINNATI

CHICAGO

PHILADELPHIA

MINNEAPOLIS

BOSTON

KANSAS CITY

DALLAS

DETROIT

ROCHESTER



**"I've got to have it then."**

When your customer insists on an almost unreasonably short time for delivery, remember that you can always get Hammermill Bond promptly and that its wide range of colors and weights will meet every requirement.

## HAMMERMILL BOND

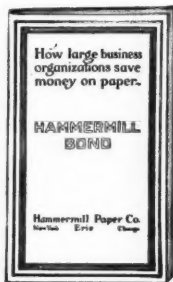
*The Best Paper at a Moderate Price*

has strength, runs uniformly, and has a finish and texture that makes it easy to turn out a good job.

It is stocked at the mill in 12 colors and white and in all sizes and all weights. We can ship at once if your paper house hasn't in stock what you want.

Hammermill Bond is 25 to 50% cheaper than the papers formerly selected for business stationery and forms.

Recommend Hammermill Bond to your customers and you will satisfy them on delivery and price.



**Write on your letterhead — NOW  
For Our Free Book of Samples**

and ask for sample sheets for testing. Satisfy yourself that our claims are well founded. Familiarize yourself with Hammermill Bond and be saved lots of thinking when you next select stock for business forms and letterheads.

**Hammermill Paper Co.  
Erie, Pa.**

### DISTRIBUTORS OF HAMMERMILL BOND

Albany	Hudson Valley Paper Co.
Atlanta	S. P. Richards Company
Baltimore	Dohler & Mudge
Birmingham	The Whitaker Paper Co.
Boston	Bay State Paper Co.
Buffalo	Alling & Cory Co.
Chicago	Dearborn Paper Co.
Cleveland	Petrequin Paper Co.
Cincinnati	The Whitaker Paper Co.
Denver, Carter, Rice & Carpenter Paper Co.	
Des Moines	Carpenter Paper Co.
Detroit	Beecher, Peck & Lewis
Hagerstown, Md.	Antietam Paper Co.
Indianapolis	Crescent Paper Co.
Kansas City	Kansas City Paper House
Los Angeles	Blake, Moffitt & Towne
Louisville	The Whitaker Paper Co.
Milwaukee	E. A. Bouer Co.
Minneapolis	John Leslie Paper Co.
Montreal	Howard Smith Paper Co.
Nashville	Clements Paper Co.
New Orleans	E. C. Palmer & Co.
New York City	Merriam Paper Co.
New York City	Union Card & Paper Co.
New York (for export)	A. M. Capen's Sons
Omaha	Carpenter Paper Co.
Philadelphia	I. N. Megargee & Co., Inc.
Pittsburgh	Alling & Cory Co.
Portland, Ore.	Blake, McFall & Co.
Providence	R. L. Greene Paper Co.
Richmond	Richmond Paper Mfg. Co.
Rochester	Alling & Cory Co.
St. Paul	Wright, Barrett & Stillwell Co.
St. Louis	Mack-Elliott Paper Co.
Salt Lake City	Carpenter Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Standard Paper Co.
Toledo	The Whitaker Paper Co.
Toronto	Buntin-Reid Co.
Washington	R. P. Andrews Paper Co.



## ACCURACY—DURABILITY—SIMPLICITY

A perfect machine of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

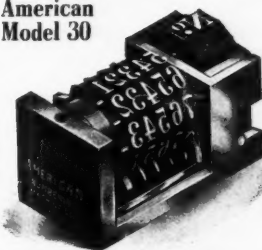
Price, 5 wheels **5.00** Price, 6 wheels **6.00**

*For sale by dealers everywhere*

### AMERICAN NUMBERING MACHINE CO.

224 & 226 Shepherd Avenue, Brooklyn, New York  
169 West Washington Street, Chicago, Ill.  
2 Cooper Street, Manchester, England

American  
Model 30



**No 12345**

Impression of Figures

Patented in  
United States  
Great Britain  
France  
Belgium



### Ask the Printer Who Uses One

*— and he will tell  
you of a Stapler (the  
Acme) that can prove  
its many claims.*

#### The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

#### The Acme Staple Machine Co., Ltd.

112 North Ninth Street,  
Camden, N. J.

Progress Typewriter Supply  
Co., Ltd., London, England,  
European Agent

## REMEMBER

¶ This advertisement can not answer questions. Our representatives can.

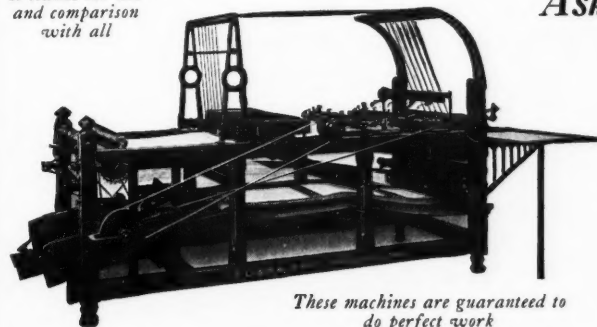
¶ If you want to know how to make our machinery meet your particular conditions, write our nearest office.

*Send for our pamphlet on C.-W. Electrical Machinery.*

### CROCKER-WHEELER CO.

Works and Main Office ..... Ampere, N. J.  
Birmingham, Ala. .... Brown Marx Building  
Boston, Mass. .... Boston Safe Deposit and Trust Building  
Springfield, Mass. .... 304 Hitchcock Building  
Chicago, Ill. .... Old Colony Building  
Indianapolis, Ind. .... 512 Traction Terminal Building  
Milwaukee, Wis. .... Wells Building  
Cleveland, Ohio ..... New England Building  
Cincinnati, Ohio ..... Union Trust Building  
Denver, Colo. .... First National Bank Building  
Salt Lake City, Utah. .... 1605 Walker Bank Building  
Detroit, Mich. .... Ford Building  
Newark, N. J. .... Essex Building  
New Haven, Conn. .... First National Bank Building  
New York, N. Y. .... 30 Church Street  
Philadelphia, Pa. .... North American Building  
Baltimore, Md. .... Equitable Building  
Charlotte, N. C. .... 320 American Building  
Washington, D. C. .... 518 Tenth Street N. W.  
Pittsburgh, Pa. .... Henry W. Oliver Building  
San Francisco, Cal. .... First National Bank Building  
Los Angeles, Cal. .... Title Insurance Building  
Syracuse, N. Y. .... Onondaga Co. Savings Bank Building  
Buffalo, N. Y. .... White Building

*It stands the test  
and comparison  
with all*



*These machines are guaranteed to  
do perfect work*

### Ask the Binder Who Runs One

Any bookbinder who has ever used the

#### DEWEY RULER

will bear testimony as to its high character, dependability and longevity of perfect service.

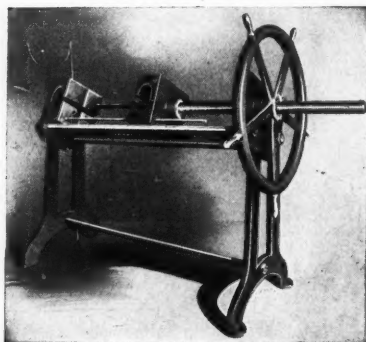
Buying a ruler is an investment that should be accorded careful selection, and why not investigate our line before you purchase or add equipment?

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

**F. E. AND B. A. DEWEY**  
SPRINGFIELD, MASS.

Hand  
Bundling  
Press



Write for  
Prices

**HICKOK**  
Paper-Ruling Machines  
AND Ruling Pens  
*Bookbinders' Machinery*

**The W. O. HICKOK MFG. CO.**  
HARRISBURG, PA., U. S. A.

ESTABLISHED 1844

INCORPORATED 1886

MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

**Headquarters for Photo-Engravers' Supplies**

**Williams-Lloyd Machinery Co.**  
638 Federal Street, CHICAGO

Manufacturers of a Complete Line of

**Electrotyping, Stereotyping and  
Photo-Engraving  
Machinery**

We make a specialty of installing complete outfits. Estimates  
and specifications furnished on request. Send for Catalogue.

EASTERN REPRESENTATIVE

**UNITED PRINTING MACHINERY COMPANY**  
246 Summer Street, BOSTON :: 12 Spruce Street, NEW YORK

IF YOU WANT TO BUILD A TRADE WITH THE  
FRENCH PRINTERS

SEND YOUR CATALOGUES AND TERMS TO THE

**FONDERIE CASLON**  
(PARIS BRANCH)

THE LEADING IMPORTERS OF

**AMERICAN MACHINERY**

FOR THE FRENCH PRINTING TRADE.

(Shipping Agents: The American Express Company.)

**FONDERIE CASLON, 13, Rue Sainte Cecile, PARIS**

**OVER 2500**

**Printers and Binders Use and Endorse**

**THE BOSTON  
WIRE STITCHER**

**AMERICAN TYPE FOUNDERS COMPANY**  
GENERAL SELLING AGENT

# Brown's Linen Ledger Paper

Rules clean and sharp—no missing or blurring, no clogging of pens. That is why Brown's Linen Ledger Paper is a boon to printers. And it is a boon to the bookkeeper, because it's an aid to neat work. It makes the chief proud of the appearance of his books. It makes him more satisfied with *your* work. It pays to recommend Brown's Linen Ledger Paper to your customers.

Brown's Linen Ledger Paper makes up into record books, loose-leaf ledgers that open flat and smooth. And what is very important—Brown's Linen Ledger Paper stands constant usage without signs of wear, and it never discolors with age. Is it any wonder that this paper is Uncle Sam's Standard? Is it any wonder that Brown's Linen Ledger is specified by State, County and City Governments, banks, big corporations, for their hard-work books, for records that must be preserved? Brown's is the best linen ledger paper made—and it has been best since 1850.

*We also make All Linen and Bond papers of the better grades*

L. L. Brown Paper Company

Adams, Berkshire Co., Mass.  
Established 1850

Facsimile of  water-mark  
**L.L.BROWN PAPER CO.**  
**LINEN  LEDGER**

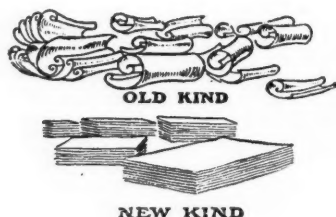
**FREE**  
1913 Memo. Diary  
—Write for it.

**FREE**  
1913 Memo. Diary  
—Write for it.



## When You Think of Gummed Paper Do Not Think of the Old "Curly," Cheap Kind

We are the pioneer makers of a thoroughly high-grade, non-curling gummed paper, the kind that is absolutely *printable*, suitable to *all climates*, and to all building temperatures, and can be handled in wet as well as dry weather.



There is no loss in handling such a grade of paper, and there's genuine satisfaction in handling "Quality Non-Curling Gummed Paper." There is a big demand for

### GUMMED PAPER PRINTING

and our ideal non-curling gummed paper is suitable for nearly all commercial purposes, but best adapted to specialty printing, such as label work, trading stamps, litho and color register work; in fact, general printing. The printing surface is of the very highest grade and worth the test and investigation of any printer desiring to know of the best. It is made in a great variety of weights and colors.

*Let us mail you sample-book, prices, and advise  
where to obtain stock from nearest broker*

### Ideal Coated Paper Company

Brookfield, Massachusetts

New York:  
150 Nassau Street

Chicago:  
452 Monadnock Building

## The Test *of* Efficiency

of an Ink manufacturer is the ability to help printers to solve their problems where ink is a factor.

One of the "fiercest" problems the printer has, is to match on a press running from 1500 an hour upwards, on inferior paper, with electros, an engraver's proof printed on the best of paper from originals with Proving Inks on a hand Proving Press.

The Remedy.—When you have a run, express us your plates, some of the paper and progressive proofs, and we will prove up and show you the best results that can be obtained by using

### Eagle Inks

under commercial conditions.

Then if the proof is satisfactory you can order the same ink to print the job.

Result. No lost time holding the press for ink-matching.

### Eagle Printing Ink Co.

24 Cliff Street

New York

FACTORY:  
265-275 Gates Ave.,  
Jersey City, N. J.

WESTERN OFFICE:  
705 S. Dearborn St.,  
Chicago, Ill.

Detroit, Mich.

Jas. W. Martin, Representative  
527 Woodward Ave.

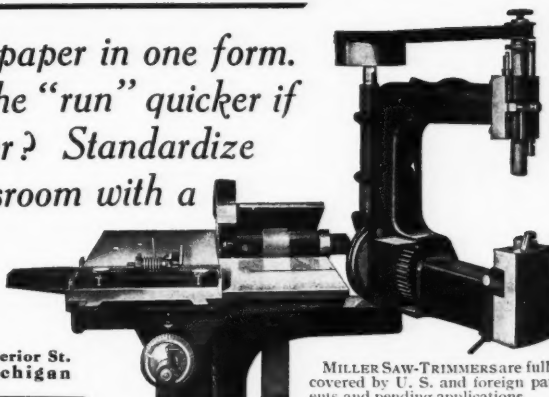


*20 cuts of 20 different heights-to-paper in one form. Think your pressman could start the "run" quicker if the cuts were ONE height-to-paper? Standardize the cuts before they reach the pressroom with a Miller Saw-Trimмер.*

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

**Miller Saw-Trimмер Co.**

815 East Superior St.  
Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

New  
Catalogue  
No. 10

Monograms  
Crests  
Coat of  
Arms

Latest  
Correspondence  
Papers



If its ENGRAVED or EMBOSSED  
"WE DO IT"

TELEPHONES RANDOLPH 805-806



WEDDING INVITATIONS · BOOK PLATES  
MONOGRAM STATIONERY · CARDS · MENUS  
DANCE PROGRAMS · CLUB INVITATIONS  
BUSINESS STATIONERY · ETC.

**WM. FREUND & SONS**

STEEL AND COPPER PLATE  
**ENGRAVERS AND PRINTERS**  
**STEEL DIE EMBOSERS**  
16 TO 20 E. RANDOLPH ST., CHICAGO



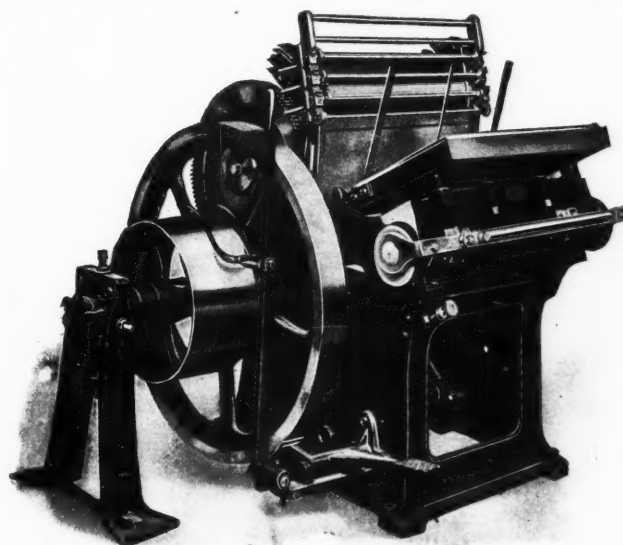
New  
Catalogue  
No. 11

Wedding  
Invitations

Announce-  
ment Cards

Visiting  
Cards and  
other social  
forms

*The First Gally Was Put on the Market in 1876*



and it stands to-day the *first choice* among printers and users of printing machinery who are capable of distinguishing press value.

If you want an all-around press, then the

## Gally Improved Universal Press

will take its place among all competitors. The "Gally" will print anything from tissue to heaviest card-board and will cut, score and emboss. For high-class half-tone and three-color work — you can't beat it.

*Are you interested? Let us submit particulars.*

**The National Machine Co., Manufacturers, Hartford, Connecticut**

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

For every conceivable purpose that Gummed Paper is used, printers are going to earn more money by using

## Non-Curling GUMMED PAPERS

We know how to make them, and all our paper will be found to lie flat.

*We can supply in rolls or sheets*

**Sammel Jones & Co.**

WAVERLY PARK, N. J.

Established in England in 1811

## Meet Me at Cincinnati

COME TO BOOTH 35—OCTOBER 2 TO 5  
Printers' Cost Congress and Exposition

We will have complete display of our various printing-plant devices and necessities—the devices the printer should have to adjust his cost of output.

NOTE A FEW OF THE FEATURES TO BE ON EXHIBITION:

*Uprightgrain Blocks*  
*Hoge Register Hooks*  
*Riebe Self-locking and Register Quoins*  
*Inaccurate Feed Detector*  
*Hexagon Tool Co., Universal Saw Trimmer*  
*and Type-high Planer*

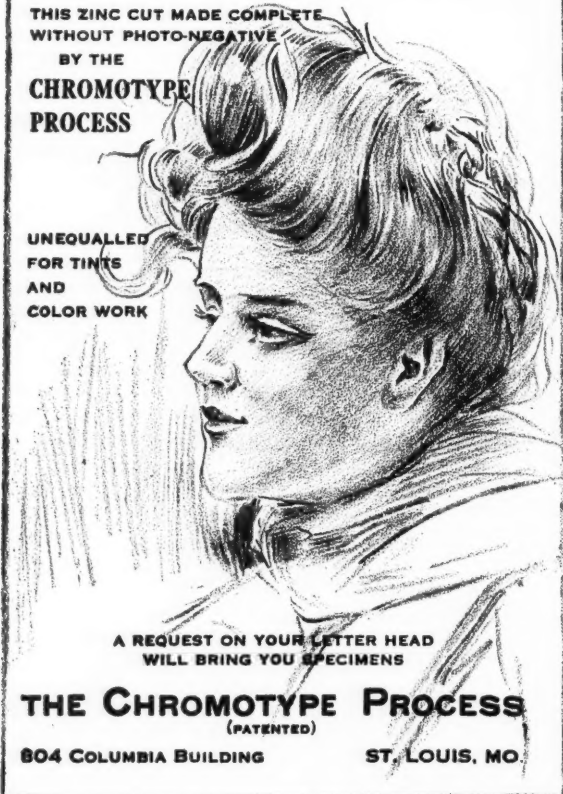
Let us demonstrate and prove to you while attending the Cost Congress the value of our cost-savers. If on the market for any of the above, address the Chicago office for complete information, prices, etc.

**Uprightgrain Printing Base Co.**

709-711 South Dearborn Street  
Chicago, Ill.

THIS ZINC CUT MADE COMPLETE  
WITHOUT PHOTO-NEGATIVE  
BY THE  
**CHROMOTYPE  
PROCESS**

UNEQUALLED  
FOR TINTS  
AND  
COLOR WORK



A REQUEST ON YOUR LETTER HEAD  
WILL BRING YOU SPECIMENS

**THE CHROMOTYPE PROCESS**  
(PATENTED)

804 COLUMBIA BUILDING

ST. LOUIS, MO

*"The Fashionplate of Printerdom"*

## The Printing Art

Established 1903

**I**F you are not already acquainted with this publication you should by all means send for a copy. **THE PRINTING ART** covers the constructive phases of printing in a more thorough manner than any other publication in the field. Its exhibits are from the best printers in the country and are suggestive for typography, design, and color scheme. The articles are by men of known reputation—those who write authoritatively on the topics discussed. The magazine is a work of art from start to finish and all of its features, whether advertising, text, or exhibits, will at once appeal to those looking for the best.

If you will mention this advertisement and send ten cents we will mail you a specimen copy. This is a special offer and should be taken advantage of at once. The regular subscription price is \$3 per year, or 30 cents per copy, but we make this offer that you may become acquainted with the magazine.

**THE PRINTING ART**  
CAMBRIDGE, MASS.



# STRATHMORE QUALITY



**Y**OU'LL BE GLAD TO HAVE THEM

Have you written for the group or groups of Sample Books of "Strathmore Quality" papers which you need? Our new line of Sample Books is making a big hit. The line includes sixty-one separate Sample Books, or Units, showing over a thousand different paper items. All the cover and title pages are by Will Bradley, and the designs used to illustrate the stocks are prize designs submitted in competition. The designs are printed in one, two, three, four and five colors. The "Strathmore Quality" Line has been divided into groups, which are listed below. Write to-day for the group or groups of Units showing the kind of papers you use. No post-card or blank sheet requests.

Strathmore Paper Company  
Mittineague, Mass., U. S. A.

## The STRATHMORE QUALITY LINE

### GROUP 1 Writing Papers

Strathmore Deed  
Strathmore Parchment  
Alexandra Linen Bond  
Woronoco Bond  
Woronoco Damask  
Fairfield Parchment  
Telanian Extra Super  
Scotia Bond  
Saxon Bond  
Stratford Bond  
Paragon Bond  
Wild Grass Bond

### GROUP 2 Book Papers

Strathmore  
Deckle Edge Book  
& Cover  
Alexandra Book  
Fairfield  
Deckle Edge  
Strathmore  
Japan  
Alexandra Japan  
Fairfield Japan  
Old Cloister Book  
Old Stratford Book  
Alexandra Deckle  
Edge Book & Cover

### GROUP 3 Cover Papers and Bristols

Old Stratford  
Parchment Cover  
Old Cloister Cover  
Rhododendron Cover  
Rhododendron  
Folding Bristols  
Rhododendron  
Duplex Bristol  
Rhododendron  
Box Cover  
Alexis Cover  
Alexis Folding Bristol  
Tapestry Cover  
Strathmore  
Chameleon Cover  
Adirondack Cover  
Carillon Cover

Fairfield Cover  
Fairfield Bristol  
Woronoco Cover  
Woronoco Bristol  
Damask Bristol  
Wild Grass Cover  
Wild Grass Duplex  
Wild Grass Box Cover  
Blanford Cover

### GROUP 4 Business An- nouncement Stocks

Strathmore Deckle Edge  
Announcements  
Rhododendron  
Announcements  
Stratford Writings  
Strathmore Deckle Edge  
Writings

# Worthmore Bond Pleases Everybody

## I—*The Pressman*

never has any trouble in  
running it.

## II—*The Stenographer*

can make erasures without  
taking away from the neatness  
of the letter.

## III—*The Business Man*

takes pleasure in signing his  
name to and being represented  
by a letter well executed on  
Worthmore Bond.

## IV—*The Printer*

makes a fair profit and keeps  
on making it, for every Worthmore  
order usually brings in another.

## THE WHITAKER PAPER COMPANY

CINCINNATI

New York Office: Fifth Avenue Building  
Eastern Distributors: Bay State Paper Co., Boston, Mass.  
Chicago Office: Peoples Gas Building





## There Is Absolutely No Argument Necessary

after your examination and inquiry as to character of product — in fact every feature about our press.

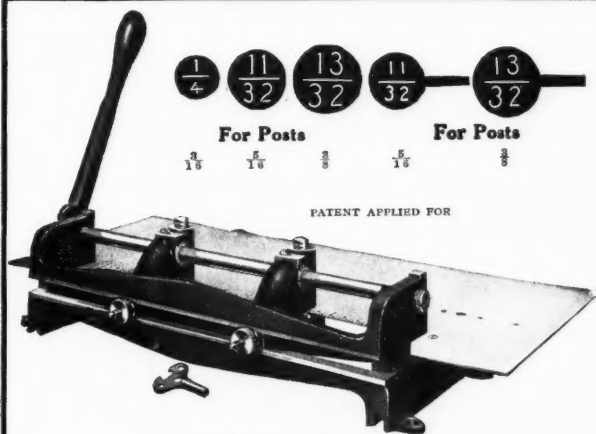
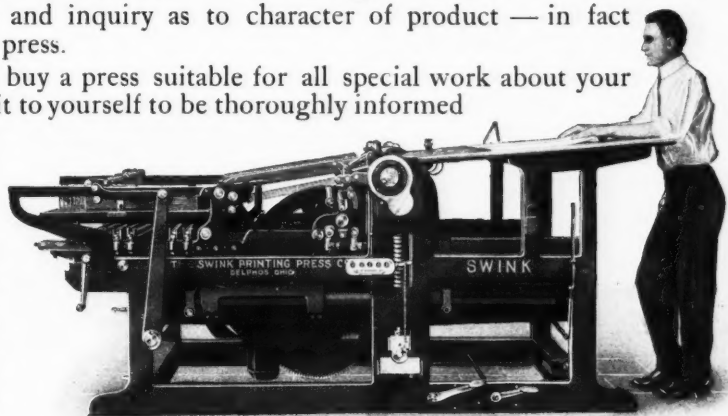
If you are about to buy a press suitable for all special work about your plant, you certainly owe it to yourself to be thoroughly informed before making so important an investment.

### Note these few features:

High speed, perfect register, book-form or four-color work, equipped with the best inking system, strength and perfection of its construction, the smoothness of the bed motion, the uniformly perfect register, the sharp and clear impression possible, the accuracy of the delivery and jogging attachments which prevent all possible offsetting and smudging though running at highest speed—and the *price*—make THE SWINK HIGH-GRADE PRESS the most serviceable, economical and profit-earning press you could install.

*Catalogue will be supplied upon request, or special representative will call and see you.*

**The Swink Printing Press Company,** Factory and General Offices: **Delphos, Ohio**



(No. 34 Punch, Rear View)

This punch is made for round or slotted holes and embodies the very successful principles used in our office punches, "Marvel" and "Hummer." The parts are all of iron and steel.

It is powerful, accurate and simple. Let us mail you full particulars.

## THE SAM'L C. TATUM COMPANY

Main Office and Factory  
CINCINNATI, OHIO



New York Office  
180 FULTON STREET

Makers of "The Line of True Merit"

## Your Bindery Is Incomplete

### Without This Hand-Power Adjustable Paper Punch

This new Premier Punch No. 34, as here illustrated, was designed especially for the use of binders and printers who do not wish to go to the expense of a large machine, and yet require *accurate work* for proper registering of their sheets.

# AD MEN

## Here's An Inspiration

If your work is in any way connected with advertising, you will find a mine of invaluable information, countless suggestions, and a store of inspiration in the new book

### "Principles of Advertising Arrangement"

By FRANK ALVAH PARSONS

President of the New York School of Fine and Applied Art

This genuine contribution to the art of advertising had its origin in a course of notable lectures given by Mr. Parsons before the Advertising Men's League of New York City. It includes the discussion of such subjects as "The Significance of Balance in Advertising;" "Place of Related Shapes in Advertising;" "Emphasis as Applied in Advertising Construction;" "Use and Abuse of Decoration;" "The Power of Color in Advertising;" "The Selection of Type in Advertising."

Because no advertising man in the country, who takes his work seriously, can afford to be without this great help, we will send it prepaid for examination upon receipt of \$2.00, refunding the purchase price if the book is unsatisfactory and returned within 10 days.

Send in this coupon for YOUR copy now

THE PRANG COMPANY, 358 Fifth Ave., New York City

I enclose Two (\$2) Dollars (check—money order—bill) for which please send me postpaid one copy of Parsons' "PRINCIPLES OF ADVERTISING ARRANGEMENT." Money to be refunded if book is returned within 10 days.

Signature \_\_\_\_\_

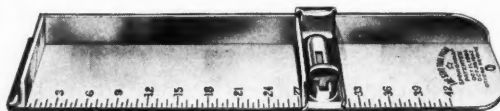
Address \_\_\_\_\_ State \_\_\_\_\_

Position \_\_\_\_\_

Will You Attend the Cost Congress and Printers' Exposition at Cincinnati?

## Come to Our Exhibit!

You will never have a better chance to test and see for yourself the merits of the Star Composing Stick — the most popular and best friend of the compositor.



The compositor needs a good stick for a thousand and one reasons, and the Star Stick fills the bill. It is absolutely springless and the last word in accuracy.

### Our German Silver Stick

is a beauty and is made to fill the requirements of coast territory; will not rust or corrode. The Star Stick is made in all popular sizes, in nickel, steel, and German silver. And the prices are right.

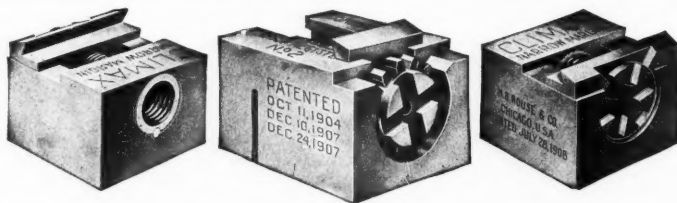
ASK FOR PARTICULARS

FOR SALE BY SUPPLY HOUSES GENERALLY

### The Star Tool Mfg. Company

"Tools of Quality for Particular Printers"

Springfield, Ohio, U. S. A.



## The "Print-Shop" Equipped With

# THE ROUSE UNIT SYSTEM

enables the printer to realize the highest point of efficiency and solves the cost problem

### When You Install the Rouse Unit System

you immediately create new conditions in both make-up and make-ready — a system that eliminates all waste time in making up, making ready and registering; it is the one system that permits the quickest change in plates, the narrowest possible margin and a permanent make-ready. This system reduces the waiting time of your press, insuring the greatest output as well as the best work.

### Lest You Forget —

keep your eye (both of them) open for imitations, because since the Rouse Unit System Bases and Register Hooks have made such good success throughout the printing industry many have undertaken to imitate them.

Sold by Dealers  
Everywhere

**H. B. ROUSE & COMPANY**

CHICAGO

"Modern Methods" explains everything. Have you got your copy? It's FREE.

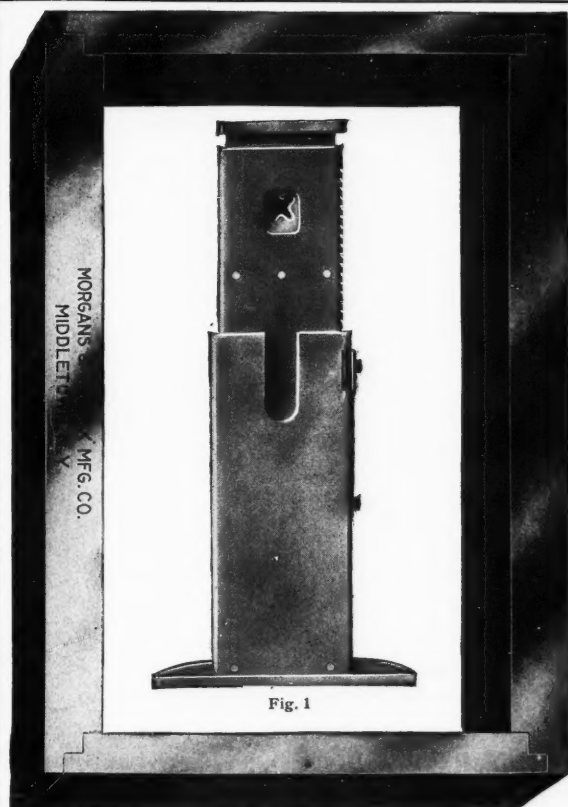


Fig. 1

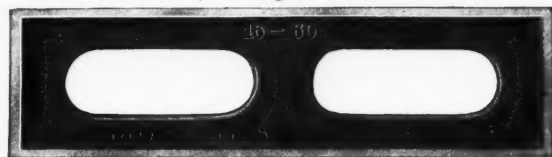


Fig. 2



Fig. 3

Fig. 4

# All Users Say

that the Morgans & Wilcox Labor-Saving Furniture has increased output and efficiency and reduced expenses by at least 100%, thereby enabling them to get more profits and better products out of their plants.

Shall we hand you some extra money?

"Opinions from Users" and literature sent at your request.

Figure 1. The Slauson Patent Cylinder Press Locks (patented) displace furniture and quoins in locking up forms in chases and on the beds of cylinder presses. Made in five sizes and as follows:

3 inches when shut, opening to		5 inches	
5	"	"	8
8	"	"	14
14	"	"	20
22	"	"	36

Figure 2. The patent steel furniture has the highest merit and has given entire satisfaction as an important labor-saving device for printing-offices. It is adapted to all kinds of work, whether book or job, blank or color, where accuracy is required and whenever space is to be filled. Its superior excellence is especially recognized in color and blank work. It is a time-saver. This steel furniture never wears out and this durability makes for economy.

Figures 3, 4, 6. Enlarged Iron Furniture. This is cut with the same accuracy that has made our labor-saving iron furniture so welcome with printers. Our regular furniture in sizes from 30 to 60 cms is much used for gutters in catalogue, book and color work to great advantage in time-saving and accuracy. It has proven of value also in enclosing forms for platen presses and giving square lock-ups and preventing the springing of forms. The large sizes, now made from 60 to 120 cms long and in widths from 15 to 60 cms, will be found equally valuable for quick and accurate work in filling large openings in and around cylinder forms. Ask for prices.

Figure 5. Labor-Saving Iron Furniture, made with large finger holes (not shown in cut), making furniture lighter and easier to lift out of form. This furniture is made in the regular standard labor-saving sizes, accurate to the one-thousandth of an inch, and by reason of its hardness and strength will always remain accurate. It is about forty per cent lighter than the ordinary labor-saving metal furniture, which is a distinct value. It will be found especially valuable in colorwork, and wherever exact results of close register are required.

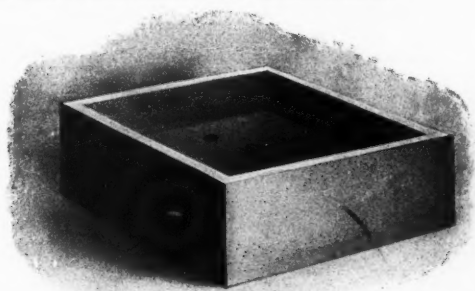


Fig. 5

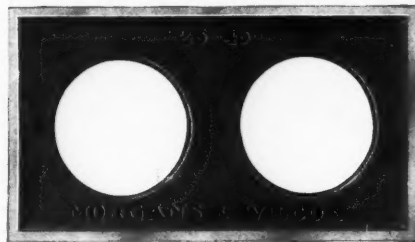


Fig. 6



**\$ .30 per 1000**  
**30% profit on 10 M = \$ .90**



**\$1.60 per 1000**  
**30% profit on 10 M = \$4.80**

**Thirty Per Cent** Profit on 10,000 CHEAP PLAIN TAGS costing 30 cents per 1000 is - - - - - \$ .90

**Thirty Per Cent** Profit on 10,000 DENNISON STANDARD PLAIN TAGS costing \$1.60 per 1000 is - - - - - \$4.80

### Boy, Power, Light, Press, Ink, Composition and Make-Ready

Cost the same for both Jobs

Every raise, therefore, in the Quality of the Tags sold means an increase in the profit without any corresponding increase in the labor or overhead expense.

## Dennison Standard Tags

Have been the strongest tags on the market since 1863.  
 They defy wet weather and rough handling. Sell your customer Standard Tags.

*Samples furnished to printers on request*

### Dennison Manufacturing Co.

THE TAG MAKERS

BOSTON  
 26 Franklin St.

NEW YORK  
 15 John St.

NEW YORK  
 15 W. 27th St.

PHILADELPHIA  
 1007 Chestnut St.

CHICAGO  
 62 E. Randolph St.

ST. LOUIS  
 905 Locust St.

Sales offices in thirty-three leading cities



# Safety Envelopes for Catalogs without Strings or Metal Clasps

## A Big New Idea that Your Trade Wants

Here is one more evidence of Western States Service and progressiveness—a new idea in an economical safety envelope which without strings, clasps, gumming or other time-eating contrivances will hold the heaviest catalog or enclosure as safely as if sealed.

A Big Saving in First Cost and the Labor of Enclosing Greatly Reduced

Write at once for further facts about this idea, for it means good business for you as soon as you show it to your trade.

**Western States Envelope Co.,** 311 East Water St., Milwaukee  
*Independent manufacturers of guaranteed "Sure Stick" Envelopes for Printers and Lithographers.*

*To the Bookbinding Trade*

## Roser's Pigskin Leather

has a distinctive, dignified and attractive appearance, and it retains this appearance after years of hard wear. Its durability and its wearing qualities are unexcelled.

It is made in all colors and in different finishes, to suit individual requirements.

*Write us to-day for sample swatches and quotations.*

**HERMANN ROSER & SON**  
*Established 1854.* Glastonbury, Conn.

*Time Has Proved That the*

## Mechanical Chalk Relief Overlay

*Is a very important essential to a modern print-shop.*

*For samples, literature, shopright charge, etc., address:*

**WATZELHAN & SPEYER**  
183 William Street, New York

# Round Hole Cutting Machine

— This Is Not a Hollow Drill —

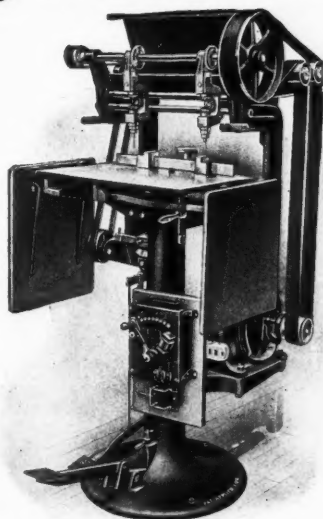
## For Printers and Book Manufacturers

**T**HE New Berry Round-Hole Cutting Machine is mounted on a pedestal, shows advanced ideas in style of construction, and is a record-breaker in speed and fine work. This fact makes it superior to any machine in the same line now on the market. It can be operated by a  $\frac{1}{2}$  horse-power motor and is regulated by a combination of pedals at base of pedestal for either foot power or use of Automatic Table Lift Attachment. Will cut round holes any size from  $\frac{1}{8}$  inch up, without clogging or bending the Cutters. Holes are cut clean, and shavings taken up by the conveyor inside of Cutter and transferred by same to spoutings arranged on both sides of machine, then dropped into receptacles on floor. Has two operating heads, but can be equipped with three or four of such; is readily adjusted, as operating parts can be shifted quickly right or left to suit any job. Cutters and bits are interchangeable. A grinding apparatus is attached to every machine. Will punch from one to five hundred sheets of paper, or stock to the thickness of  $1\frac{1}{4}$  inches, in one operation, and this in three seconds of time. Extra tools can be furnished to increase cutting capacity to  $2\frac{1}{2}$  inches.

We are also manufacturers of Berry's Machine for Loose-Leaf Work and Devices.

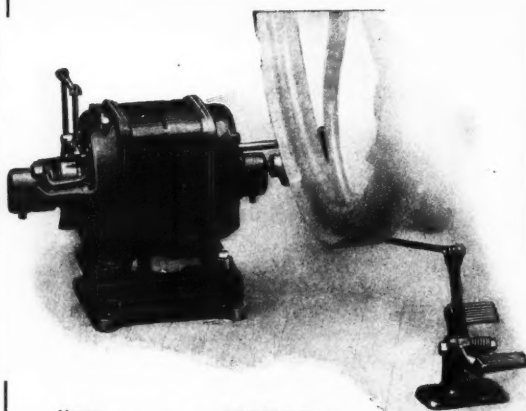
*For circulars and prices, address*

**THE BERRY MACHINE CO.,** 309 N. THIRD STREET  
ST. LOUIS, MO., U. S. A.  
EASTERN REPRESENTATIVE: H. HINZE, TRIBUNE BLDG., NEW YORK CITY



*Patents, August 8, 1911 — January 9, 1912*

*This cut gives you an idea of its appearance and construction.*



*"When you buy a MOTOR for a printing-press, buy a PRINTING-PRESS motor, not a general purpose motor—a jack of all trades and master of none."*

## KIMBLE PRINTING-PRESS MOTORS

are special purpose motors, built for that special purpose.

### Alternating Current Only

And the only variable speed, alternating current motors that are free from any and all outside power-wasting controlling devices.

*"A Touch of the Toe to Go Fast or Slow"*

Variations in speed are made instantly by a convenient foot-lever, and these variations are not by "steps," but by infinitesimal gradations from zero to maximum.

### Cutting Speed Cuts Cost

On general purpose motors you get full efficiency only at maximum speed—which you rarely use. And on reduced speeds your meter travels just about as fast as on full speed.

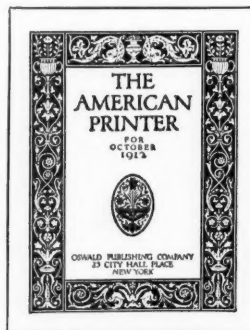
*Kimble Printing-Press Motors are Different*—They are practically as efficient at half speed as at full speed, because the current used is almost exactly proportionate to the work done.

A Kimble will save its cost over and over in reduced power bills.

You should know more about these wonderful motors. Get our catalog and prices.

**Kimble Electric Company**  
1125 Washington Boulevard Chicago

## After Cost-finding Comes Study of Efficiency Methods



Have you followed the advancement in print-shop proficiency and efficiency? There are several articles on this subject in the

### October number of The American Printer

Employers, executives and ambitious printers will find inspiration in this splendid number of America's great printers' magazine. A few of the several hundred articles in the October American are: "Finding Costs in the Roycroft Shop," "The Printing Solicitor," "Placing Non-Chargeable Time," "Suggestions for Autumn Advertising," "Photographic Backgrounds for Booklets," "Another Decimal Time Ticket," "A Humorous Story of Country Newspaper Life," "In the Proofroom," "Review of Newspapers," "What's Queer in Printerdom?" "Inserting Rules in Monotype Matter," "Teaching the Boys," "A Basis of Estimating," "Keeping Record of Bindery Stock." Generally there are practical ideas for pressroom and composing-room, a review of specimens from all over the world, actual customer's copy reset and printed in colors, extracts from addresses of prominent cost congress speakers, editorial expression on timely topics, news of foreign lands, organization news (including report of the Typothetae convention), and important miscellaneous news.

The American Printer is made up of terse, practical articles

Send thirty cents for sample copy of the October number now, or three dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Pl., New York City

## Far in Advance of the Times

A prominent subscriber of this publication, a large dealer in New York City, in a letter dated July 25, uses the following language:

*"I have heard it said on several occasions that INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL—was undoubtedly the best magazine, but that it was ahead of the times. That was some time ago. Now I believe that business men have reached the point where they appreciate a publication of that kind."*

Prosperous dealers and subscribers demand "boiled down" reading matter, free from piffle, birthday announcements, etc. The text matter must be of interest, up to date, right to the point, else they will not read.

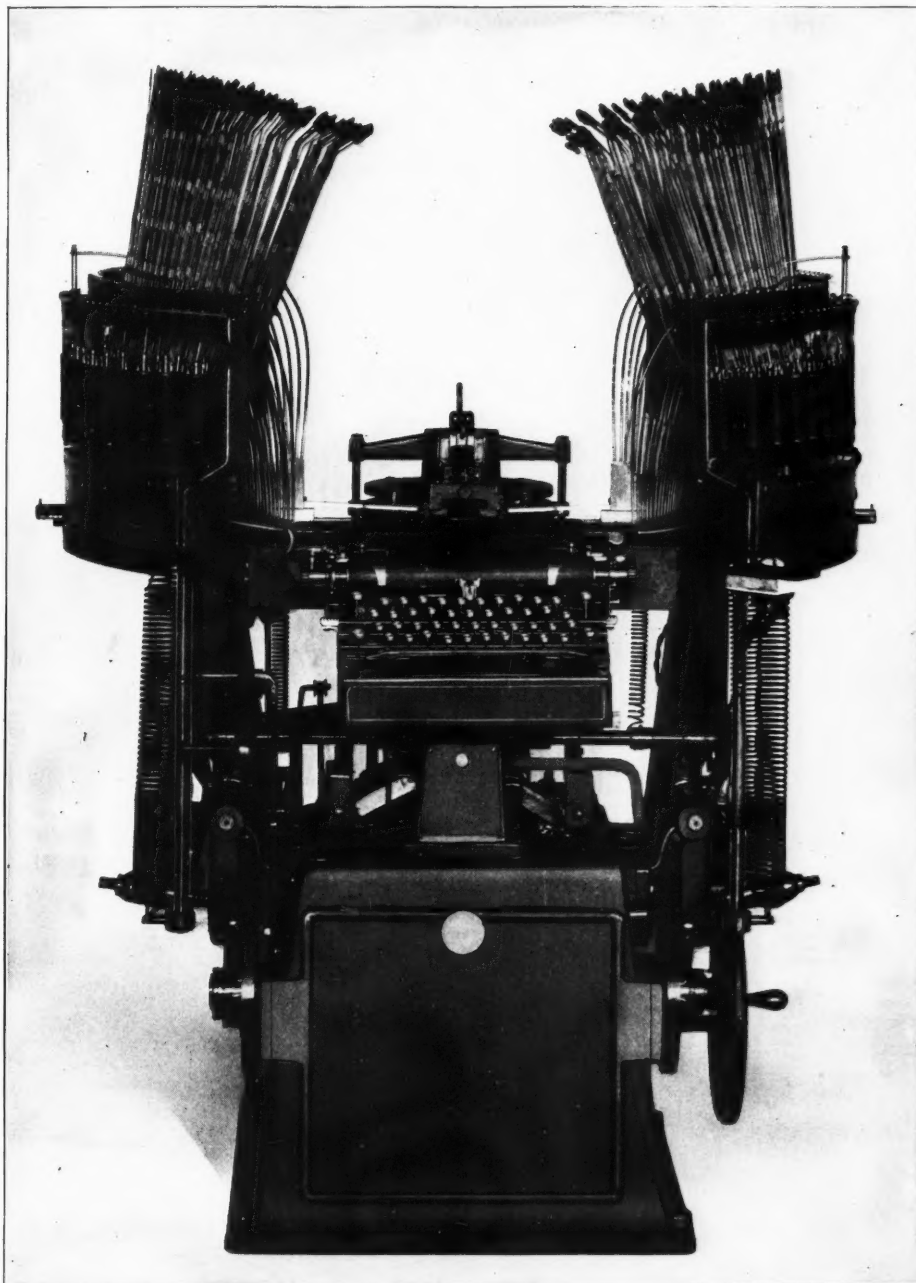
Send for sample copy if you do not know INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL—and be convinced of its high character.

**Inland Stationer  
Business Equipment Journal**  
632 Sherman Street, Chicago

# THE ROWOTYPE

## A New Linecasting Machine for Printers and Publishers

The mechanisms incident to linecasting have been reduced in this the latest development in the printing art to the simplest and most accurate operation.



Substantially built and simple in operation. Operator need not be a machinist to successfully operate. Fonts are changed quickly. Simple typewriter keyboard.

This advertisement is our Announcement to the printing trade.

*Full particulars will be supplied by addressing*

**THE OGDEN ROWOTYPE COMPANY**

565 West Washington Boulevard, CHICAGO ILL.

# MILLERS FALLS PAPER COMPANY

*Makers of  
high-grade, loft-dried ledgers, bonds and writings  
including the following well-known brands*

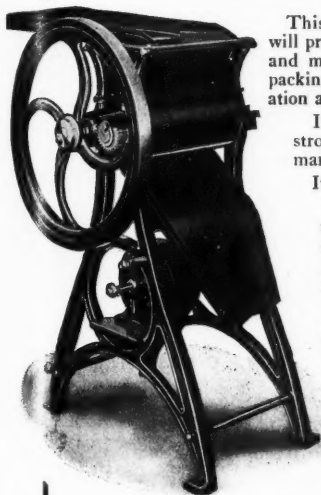
*Old Veda Bond  
Old Deerfield Bond  
Sales Record Ledger  
Millers Falls Tinted  
Superfines  
Extra Fine White Wove  
Ledger Index Bristol  
Special Linen Finish  
Papeterie Paper*

*Write for samples  
They will interest you*

MILLERS FALLS, MASS., U. S. A.



## Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in operation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc.

It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improvements for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office.

Send for descriptive circular.

Our other specialties are

Card Local Ticket Presses.  
Card-Cutting Machines, both hand-fed and automatic.  
Ticket-Counting Machines and Ticket-Tying Machines.


WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

*Write and state your requirements*

**Blomfeldt & Rapp Company**

108 N. Jefferson Street

Chicago, Ill.

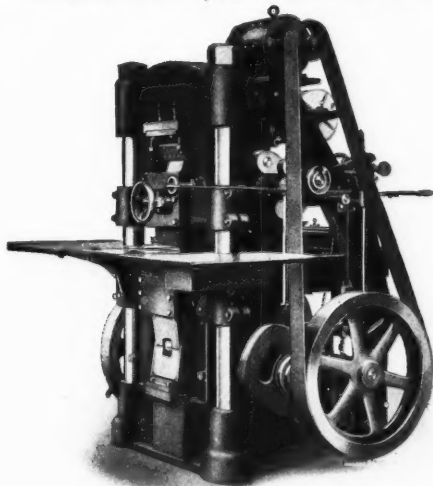


## THE FRANKLIN COMPANY

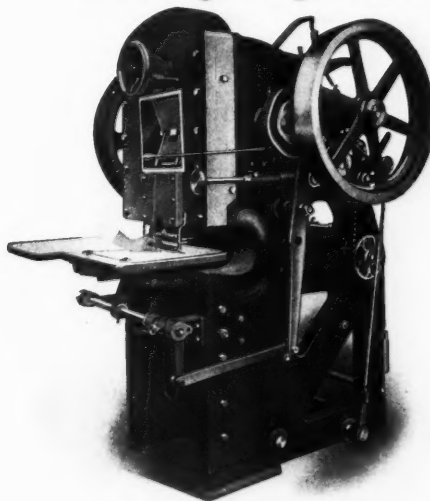
**DESIGNERS, ENGRAVERS  
OF PLATES BY ALL PROCESSES  
ELECTROTYPERS, CATALOG  
AND BOOKLET PRINTERS**

**524-530 S. DEARBORN ST.  
CHICAGO**

### The Carver 6x10 inch Auto- matic Die and Plate Press



### The 4½ x9 inch Carver Press with Card Feeding Attachment and Plunger Finger Guard



**C. R. Carver Company**

N. W. Cor. Twentieth and Clearfield Streets  
PHILADELPHIA, PA.

CANADIAN AGENTS:

MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:

PARSONS TRADING CO., Sydney, Mexico City and New York.

SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

**The James Kempster Printing Co.,**  
one of the foremost corporation printers in New York City, has used R. R. B. padding glue exclusively for nearly fourteen years.

## R. R. B. Padding Glue

is made of the highest grade, strongest, and most carefully selected materials. That's why it makes the best pads.

**Robt. R. Burrage, 83 Gold Street, New York**

**WANNER**  
MACHINERY CO.  
A.F. WANNER PROP.

703 South  
Dearborn St.  
Chicago, Ill.

WRITE FOR CATALOGUES NOW:

**THE SWINK HIGH-GRADE PRESS  
THE TOLEDO WEB GORDON FEEDER  
ALLEN GEARED INK VIBRATOR  
Book and Register Patent Blocks - Specialties**

**Universal Wire Loop**

Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc. Look Better and Won't Break or Wear Out!

Let us send sample and quote you prices.

**WIRE LOOP MFG. CO.**  
(Successors to Universal Wire Loop Co.)  
75 Shelby Street  
DETROIT . . . MICHIGAN



PATENTED  
This cut illustrates one of the various sizes of hangers for books 3/4 to 1 1/2 inches in thickness.

Quick Stringing Saves Time. Universal Wire Loop Adjustable from 3/4 to 1 1/2 of an inch.

## A Modern Monthly— All About PAPER



**THE PAPER DEALER**  
gives the wanted information on the general and technical subject of

## Paper

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases.

Has subscribers throughout 35 States. Also Canada and foreign countries.

### THIS SPECIAL OFFER

Includes 1912 and 1913 at the very special rate of \$1.50 instead of \$2.00. This is an opportunity worth while. Proves an investment, not an expense to printers.

**The PAPER DEALER**  
186 NORTH LA SALLE STREET, CHICAGO

## PRINTERS' STEEL TYPE GAUGE

In newspaper agate, 6, 8, 10, 12 point and inch measure, 75c. Nickel-plated, \$1.00

## WESTERN TYPE FOUNDRY

618 Sherman Street, Chicago

108 Pine Street, St. Louis

## GET PAID FOR A FULL COUNT

Higher prices require Better Counting. Your Gordons, Colt's Armory and Universal presses are incomplete without the easily applied



**DURANT COUNTERS**

## R. O. VANDERCOOK

Designer and Builder of Machinery and Tools  
for Printers' Use

Telephone  
Franklin 514

559-563 West Lake Street, CHICAGO

*Standard of the Government Printing Office*

## KEYBOARD PAPER for the MONOTYPE MACHINE

**COLONIAL COMPANY, Mechanic Falls, Me.**  
New York Office: 320 Fifth Avenue

## CARBON BLACK

MADE BY

**GODFREY L. CABOT, Boston, Mass.**  
940-941 Old South Building

ELF ECLIPSE (PN) ELF B. B. DIAMOND ACME



## Illustrate Your Advertising

**THE SPATULA Cut Catalogue** (12th ed.) represents thousands of beautiful and appropriate half-tone and line illustrations for booklets, catalogues, circulars, magazines and papers. A picture book that is well worth the price. Over 120 pages 9 1/2 x 12 1/2, postpaid 50 cents (refunded on \$2.00 order). **"Beauty Book."** Full-page pictures from original photographs of sixty-five of the most beautiful women in the world. 120-lb. coated paper. Electros for sale. Postpaid 36 cents. **"Cut Catalogue"** and **"Beauty Book"** 76c. Stamps taken.

**Spatula Publishing Co., 100 Sudbury Bldg., Boston, Mass.**



## FOR SALE

BY ALL DEALERS

## Redington Counters

Used wherever a correct count is required.

**Always Reliable. Price, \$5.00, U. S. A.**

**F. B. REDINGTON COMPANY**

**Chicago, Ill.**

## "Roughing" for the Trade

We have put in a **ROUGHING MACHINE**, and should be pleased to fill orders from those desiring this class of work. Three-color half-tone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

**THE HENRY O. SHEPARD COMPANY**  
632 Sherman Street  
CHICAGO

TELEPHONE CALUMET 4233

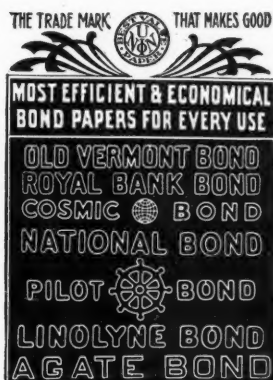
## Western Paper Stock Co.

BUYERS OF

**ALL KINDS OF WASTE PAPER**

1452-1458 INDIANA AVENUE  
CHICAGO, ILL.

## Best Value Paper *Combined With* Best Value Service



Send for samples, test them in any way desired, compare them with any other Bond papers you know of, then consider prices and

*Judge for Yourself*

is the secret of our strength and success. *Every paper in the Best Value Lines offers a maximum of value at a minimum of cost — satisfies your customers better — and enables you to get more money for your work.*

And the **Best Value Service** not only *secures you the greatest value for your money, but assures your getting your paper exactly when you want it.*

The wide range of selection as shown in the just issued

### New Price-List of Best Value Paper

affords ample scope for the personal preference of your customers — and every item of PAPER, CARDBOARD and ENVELOPES listed is carried in stock.

For simplicity, compactness and utility, the

### New Price-List of Best Value Paper

will be found a *useful necessity* in every printing-office.

*A copy sent upon request on your own letter-head.*

**UNION CARD & PAPER CO., 45 Beekman Street, NEW YORK**



## *If You Want Your Electrotypes Made Right*

it follows that you should patronize the foundry operating an up-to-date process. If you want your electrotyping handled quickly, it means you should send your work to a foundry equipped with such machinery and skilled workmen as will insure prompt handling of your requirements.

### OUR DIRECT LEAD-MOLDING PROCESS

is the one method of obtaining perfect electrotypes, rapid work — all at the same price.

It will cost the buyer of electrotypes no more for good electrotype service than he is now paying for the just-as-good kind.

We have special machinery for the direct lead-molding system — therefore, we ask your trial and candid opinion of the results.

### Do You Know About Our Famous Nickeltypes Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

### Our Entire Plant is Fully Equipped

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business

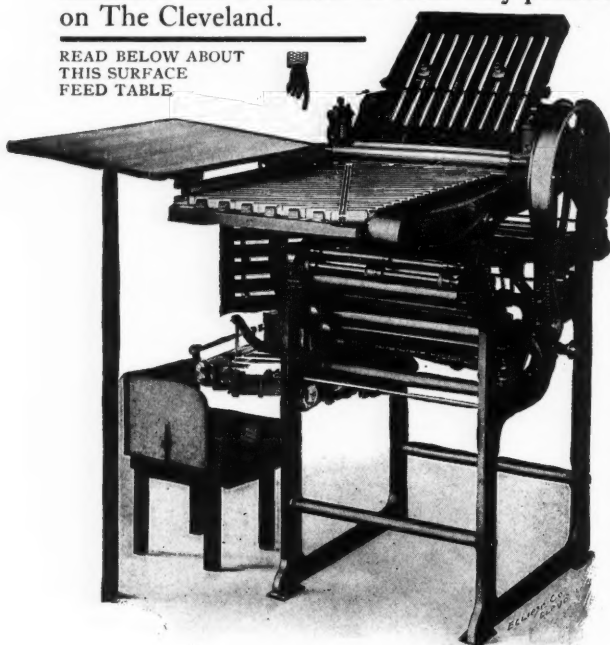
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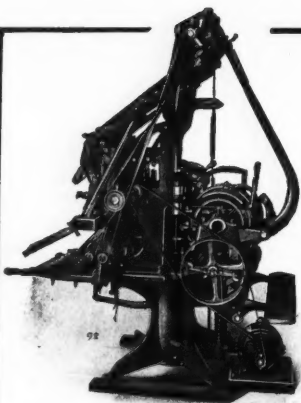
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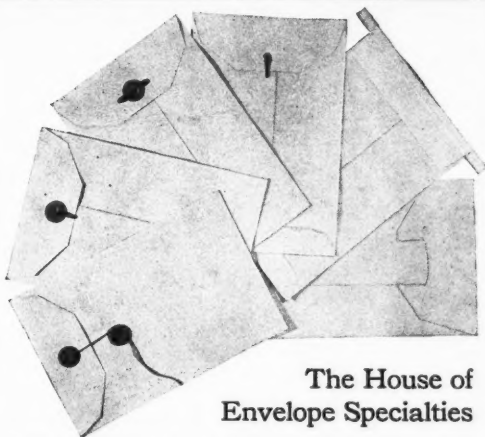
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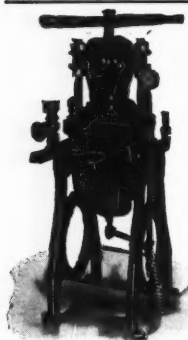
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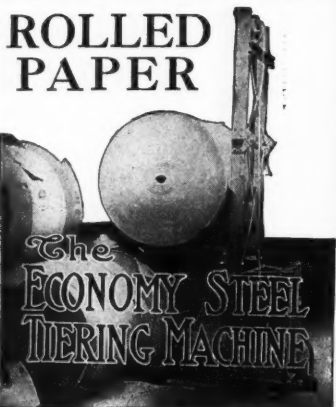
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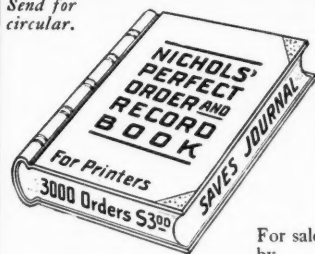
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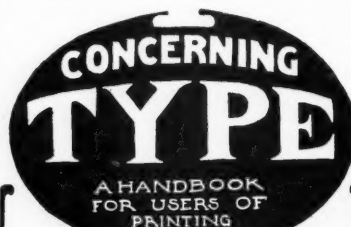
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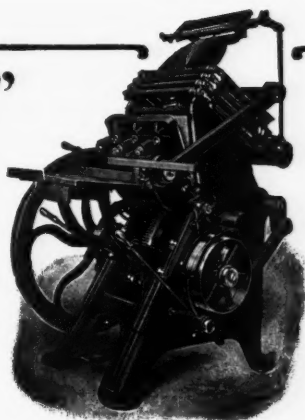
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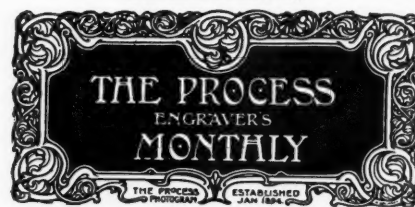
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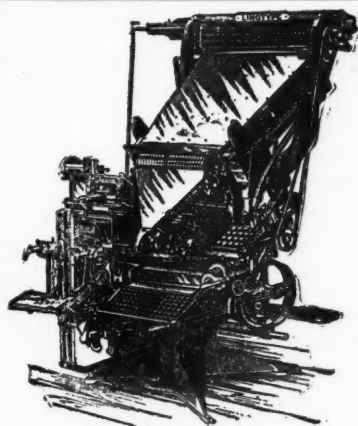
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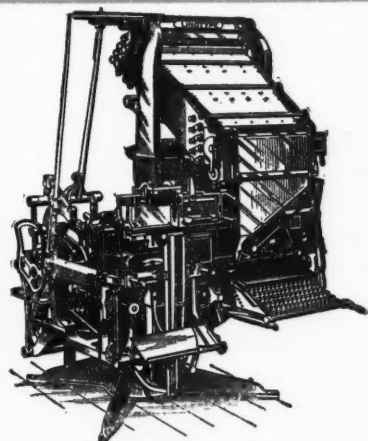
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The News Pub. Co., - Los Angeles, Cal.	1	Nicholson Ptg. & Mfg. Co., Richmond, Ind.	1 4
Kilham Ptg. & Sta. Co., Portland, Ore.	1 2	Princeton University Press, Princeton, N. J.	1 1
M. A. Donohue & Co., - Chicago, Ill.	1 9	Review Ptg. & Sta. Co., - Decatur, Ill.	1 3
Williams Ptg. Co., - New York City.	1 31	The Jensen Printery, - St. Louis, Mo.	1 1
Mark D. Scott, - - Sioux Falls, S. D.	2	The Gardner Ptg. Co., Cleveland, Ohio.	1 3
Thos. B. Brooks, - - New York City.	1 1	Mellichamp Bros., - High Point, N. C.	1
Cadillac Ptg. Co., - - Detroit, Mich.	1 7	The Read Ptg. Co., - New York City.	2 5
The B. F. Wade & Sons Co., Toledo, Ohio.	1 1	Myers Ptg. House, Ltd., New Orleans, La.	1
The Crowell Pub. Co., Springfield, Ohio.	3 15	Scott Printing Co., Minneapolis, Minn.	1
The C. J. Fox Co., - Providence, R. I.	1	Universal Manifold Book Co., Inc., New York City.	1
W. B. Conkey Co., - Hammond, Ind.	2 20	Mathew Klich, - - - Chicago, Ill.	1
Democrat Ptg. Co., - Madison, Wis.	2 1	Claude L'Engle, - Jacksonville, Fla.	1
Chicago Shipping & Receipt Book Co., Chicago, Ill.	1 1	C. F. Hoeckle Blank Book & Lith. Co., Denver, Colo.	1 1
Walters & Mahon, Inc., New York City.	1 3	Lake County Pub. Co., - Eustis, Fla.	1
A. H. Timms, - - - Vancouver, B. C.	1	Blakely Ptg. Co., - - - Chicago, Ill.	6 12
R. F. Welsh, - - - - Chicago, Ill.	2	Geo. G. Renneker - - - Chicago, Ill.	1 3
A. J. Showalter Co., - - Dalton, Ga.	1 4	F. D. Lowman, - - - - Sandwich, Ill.	1
The Globe Folding Box Co., Cincinnati, Ohio.	1 2	Union Republican Pub. Co., Winston-Salem, N. C.	1
Sherwin-Williams Co. (Previously pur- chased for this and other Branches)	1 4	A. Carlisle & Co., - San Francisco, Cal.	1
United States Ptg. Co. (Previously pur- chased for this and other Branches)	1 59	Sleepeck-Helman Ptg. Co., Chicago, Ill.	1 4
S. H. Burbank & Co., Philadelphia, Pa.	1 6	Baron Ptg. Co., - - - New York City.	1
Whittet & Shepperson, Richmond, Va.	1 1	Dittman-Stiedinger Co., New York City.	1 6
Perkins-Tracy Ptg. Co., St. Paul, Minn.	1 1	The Saturday Night Press, Toronto, Ont.	3 2
Royal Tailors, - - - - Chicago, Ill.	1 1	Louis F. Eggers, - - - New York City.	1
The Weber-Kelly Co., Cleveland, Ohio.	1 7	Foreign Shipments - - - - -	9 520
The A. S. Gilman Ptg. Co., Cleveland, Ohio.	1 4		
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